



# BOOM! TIME WITH... RANKIN, PHOTOGRAPHER AND DIRECTOR



## What is the puzzle that you are looking to solve?

Write down a live challenge you're working on

## What did you learn that helped UNBLOCK any 'old thinking' you have around this puzzle?

What made an impact on you from the conversation?

## Here are 5 key insights from the show - how can you use them to UNLOCK your thinking and solve your puzzle?

1. **Put value in society, humanity and culture.** How are you bringing this value through your thinking? What does it mean for you and your puzzle?
2. **Make people FEEL something then THINK why** How do you want people to feel when you solve your puzzle? And what will they think once they've felt it?
3. **'Believe in boredom'** find moments for yourself where you feel bored as there's nothing else to do - that will give you space to think and create - are you bored?
4. **Apply Round Table thinking.** Stay in your lane and be a specialist but let others chip in their say from their POV. Can you open your puzzle up to Round Table Thinking?
5. **Look to 'shape shift' frequently.** Don't be scared about thinking 'what's next' > Keep testing and learning.

## What action will you UNLEASH to solve your puzzle as a result of what you've learned from the show?

Taking Rankin's insights, how can they shape the action you'll take to resolve your puzzle?

## GREAT QUOTES

"The lockdown will be known as the Big Pause where we'll simply reassess everything" - **Rankin**

"If someone doesn't like your picture, tell them they'll love it" in 10 years" - **David Bailey**

## GREAT REFERENCES

**Rankin talks to GQ about burning flowers**

**Rankin's protege Chris Fernandez's Isolation work**

**Rankin announces new photography talent winners**

## GREAT RESOURCES

Email your feedback to **scotttheboom@icloud.com**

Go to **www.unleashtheboom.com** for more free toolkits, online masterclasses, content and our book club.





# **BOOM! TIME LIVE**

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