

## How the paper fish learned to swim: a fable about inspiring creativity and bringing new ideas to life

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### Abstrak

The Paper Fish Process has been an extremely valuable tool that has enabled my team of highly committed individuals to dream big, debate intensely, and actually turn these ideas into actionable experiments in the field. For a brand leader in a highly competitive market, there is nothing like a tool that can energize a group of individuals and ultimately end up with a dynamic, executable plan. Paper Fish is that tool!