

QUOTIENT BIORESEARCH



Right Brain Thinking in a Left Brain Environment

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Answers Through Innovation

Summary of the problem



if...then...

what if.....?



When things go wrong



1

2

3

Divergent thinking

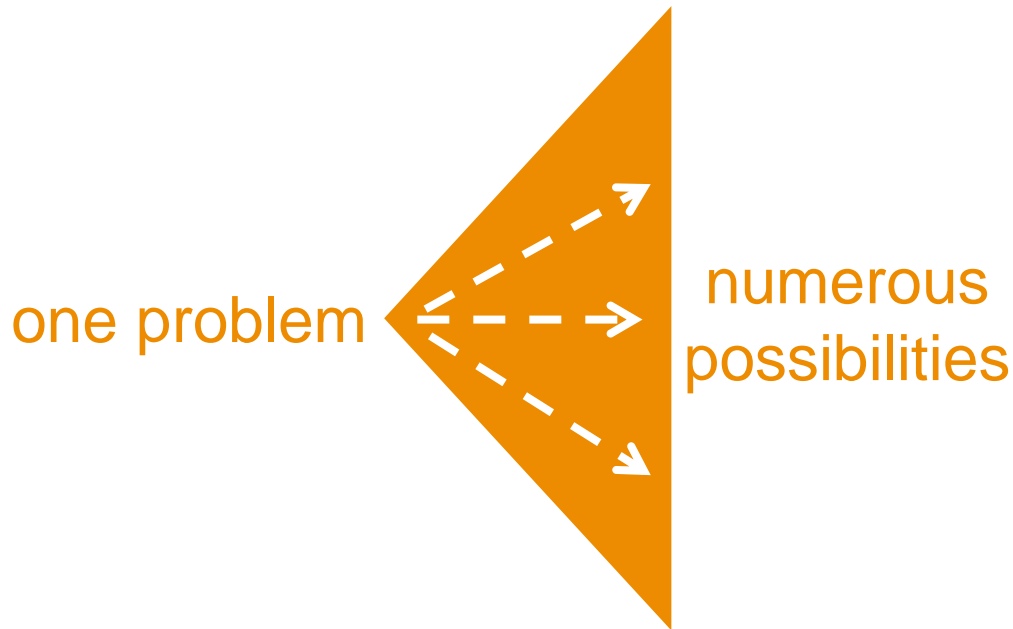


De Bono:

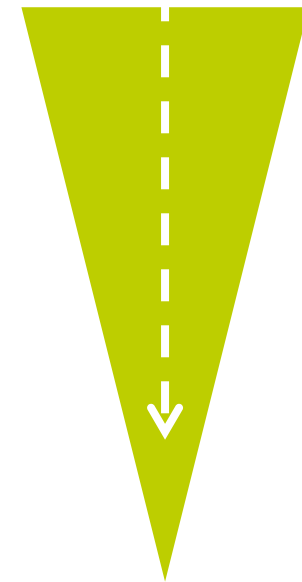
Stage 1 and stage 2
thinking processes

Lateral

Vertical



one problem, numerous data



Divergent thinking



De Bono:

Stage 1 and stage 2
thinking processes

Lateral

Vertical

Generates different directions

Richness

Can make jumps

Provocative

Welcomes chance

Probabilistic

Proceeds directionally

Rightness

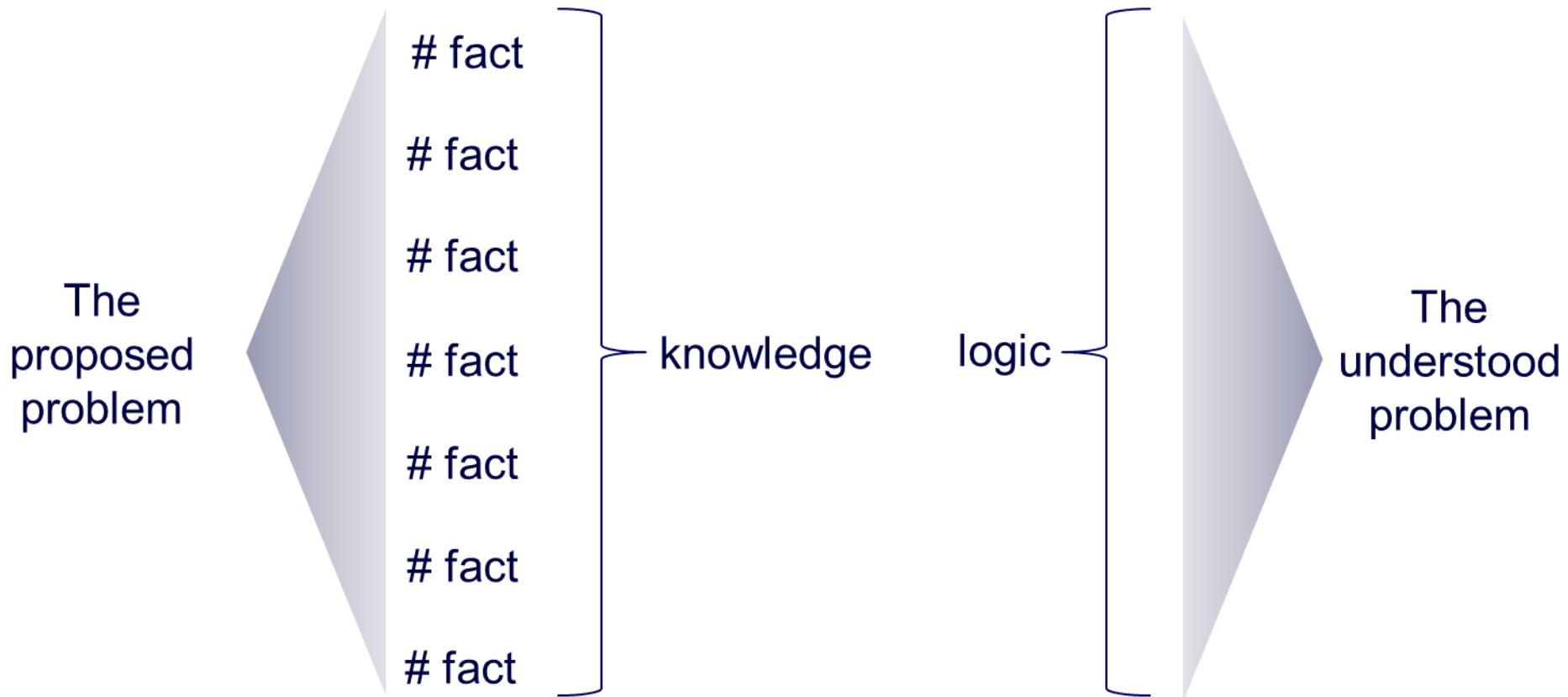
Sequential

Analytical

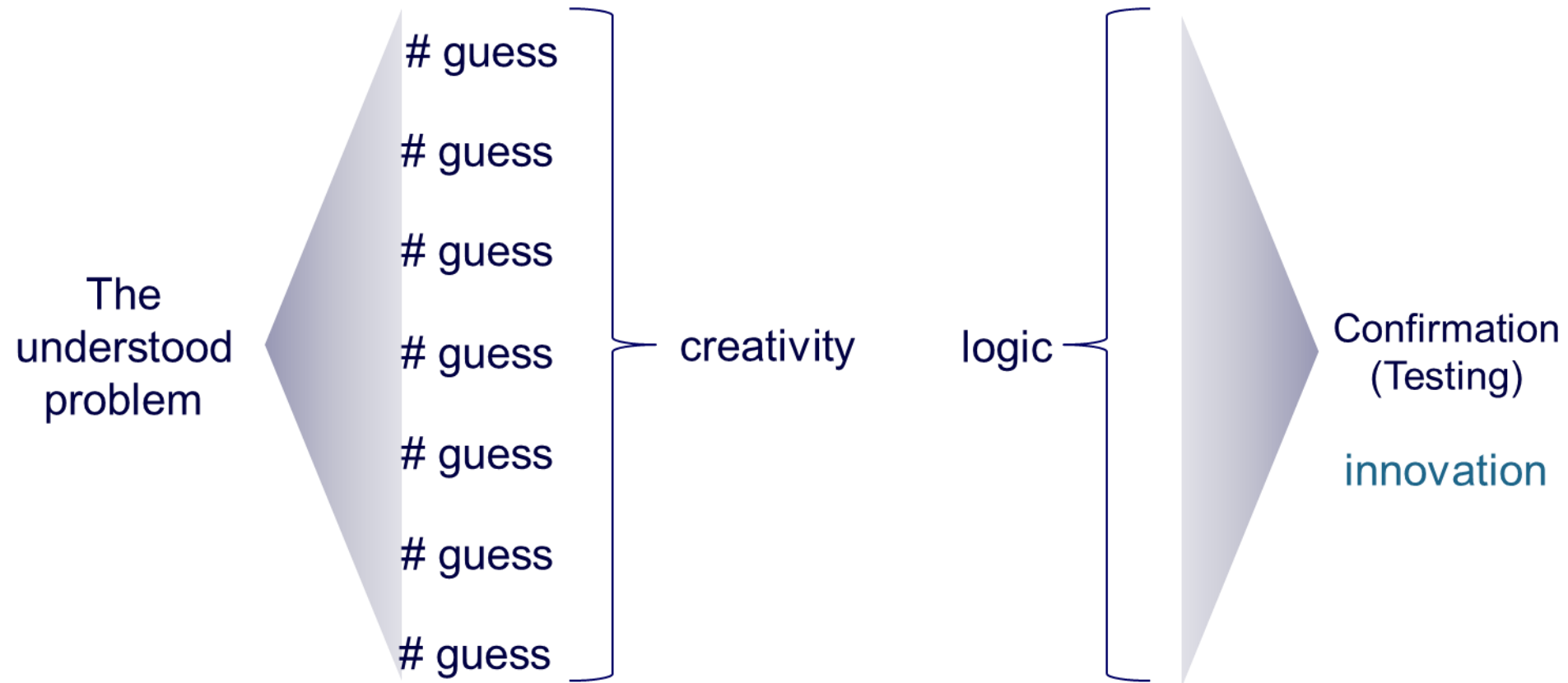
Excludes irrelevancies

Finite

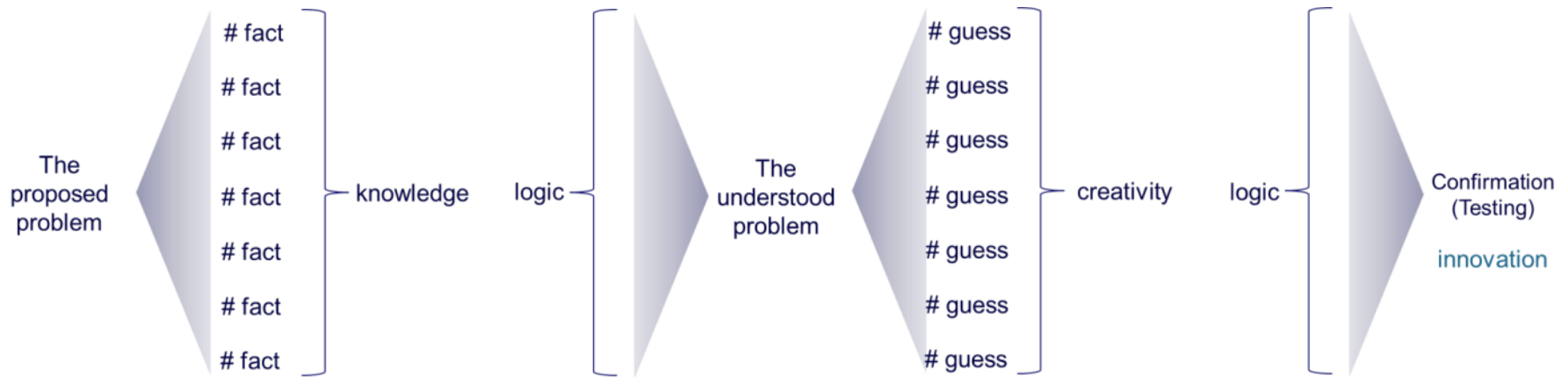
Know your head



Know your head



Know your head



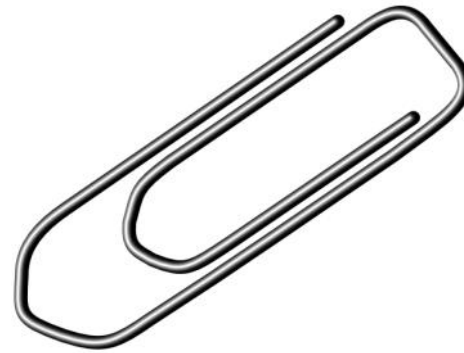
“when you name something, you tame it”

1

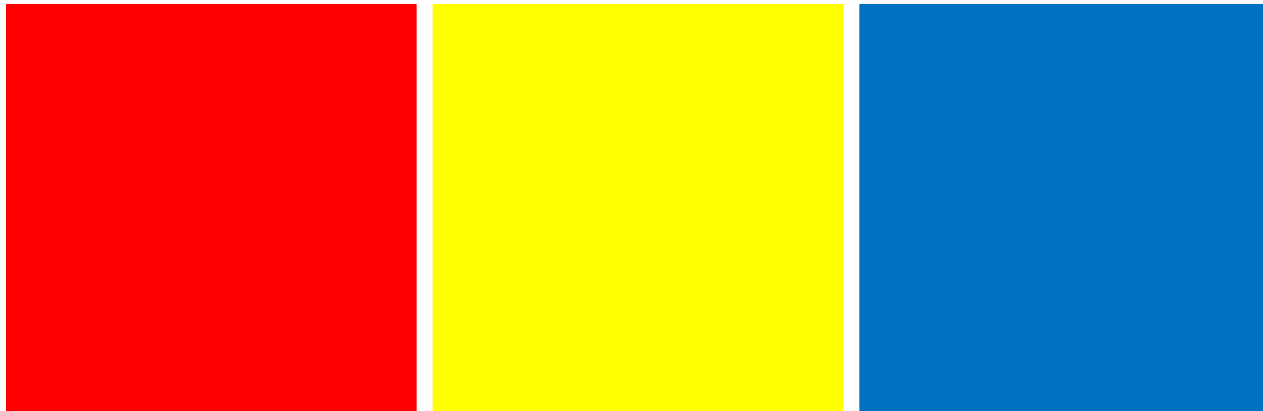
2

3

How to be a genius



What is your favourite colour?



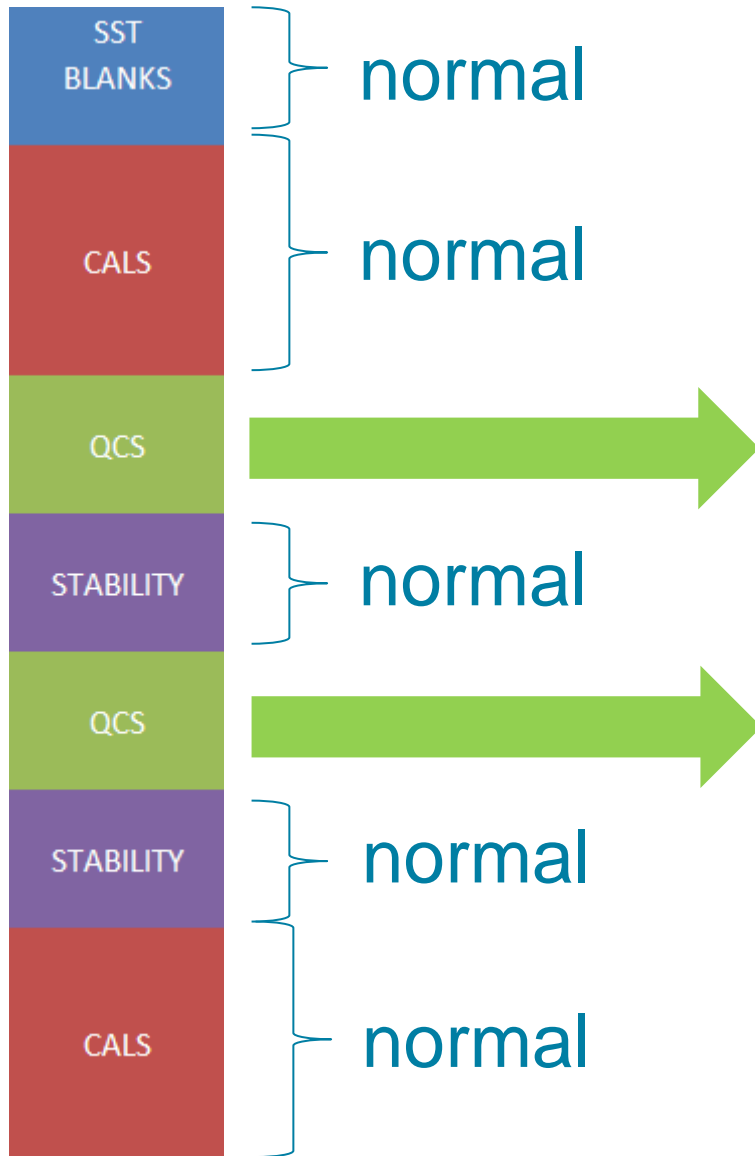
Fear the judge



What is your favourite colour?



Problem #1



Poor
chromatography

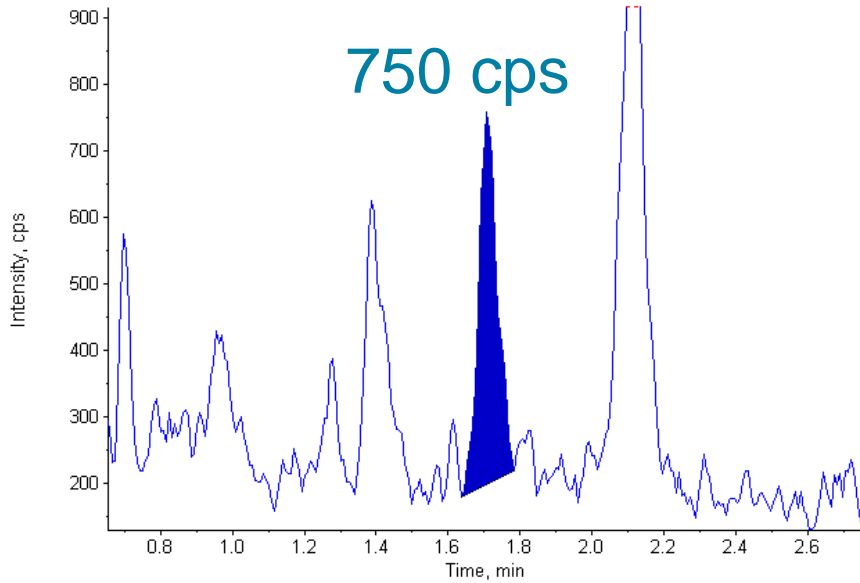
Problem #1



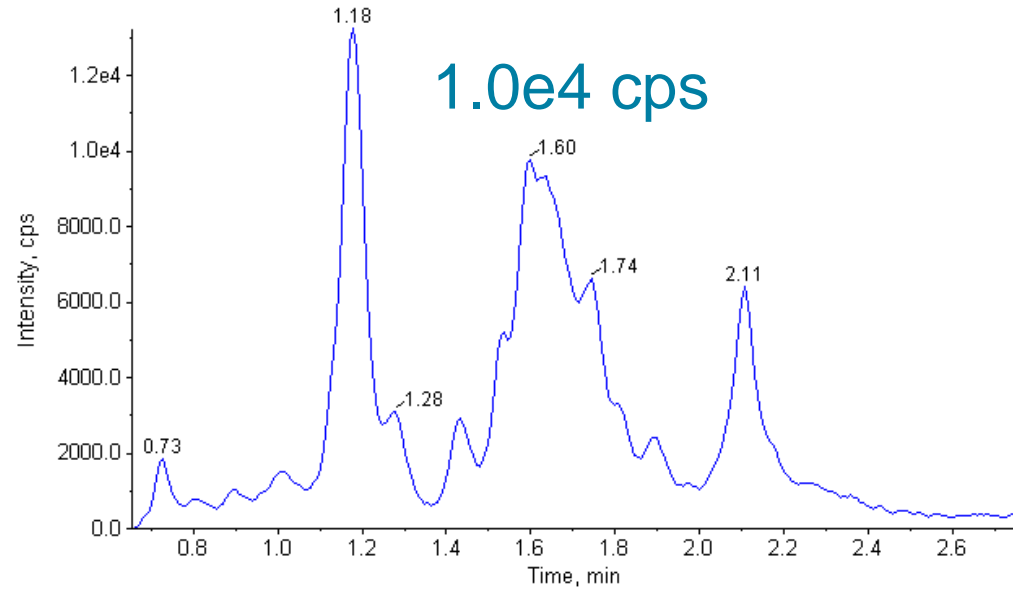
Problem #1



O-BLUE1.5-IS25 - S-DHE (Unknown) 414.265/45.100 Da - S001.wiff
Area: 2032.64 counts Height: 5.61e+002 cps RT: 1.71 min



O-PURPLE1.5-IS25 - S-DHE (Unknown) 414.265/45.100 Da - S002.wiff
(peak not found)



1

2

3

Patterning (or habits)



Patterning (or habits)



‘if all you have is a hammer,
everything looks like a nail’

Breaking the habit



Reversal (of assumptions)



**THE SOCK MONSTER
HATES THROX.®**

BUT YOU WILL LOVE THEM!

3 SOCKS FOR THE PRICE OF TWO!
SOCKS FOR WHEN YOU LOSE ONE!

THROX
THE CURE FOR
THE MISSING SOCK.



NEW! WAVY PINKS
Also available in Kid THROX!



YIPES STRIPES
Also available in Kid THROX!



OH BEAR SKULLS



SQUIGGLY GIANTS

Reversal (of assumptions)



Marvelous Stripe Fuzzy Anklet Socks
3 single fuzzy ankle socks \$13.33



Zany Stripe Fuzzy Anklet Socks
3 single fuzzy ankle socks \$13.33



Miss Softee Stripe Fuzzy Socks
3 single ankle socks ~~\$15.33~~ \$4.33



Fuzzy D-Lite Socks
3 single ankle socks ~~\$15.33~~ \$4.33

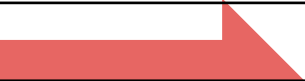



Problem #2



#	Sample text	Std. Conc	Area	IS area
1	SST		516	27618
2	Blank		968	
3	Zero		1065	39806
4	STD 1	20	192	37507
5	STD 2	40	332	38060
6	STD 3	100	819	37554
7	STD 4	200	1653	37819
8	STD 5	400	3290	37546
9	STD 6	1000	8069	37378
10	STD 7	1200	9955	38109
11	STD 8	1600	13836	39555
12	STD 9	2000	16572	37771
13	Blank		994	
14	Blank		976	

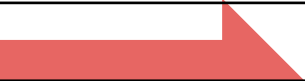



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1

Share a vocabulary of the process

2

No such thing as a stupid question

3

Break your habits

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