



Case Study: Let The Measuring Do The Work

[] Product

[**X**] Process

[] Problem Solving

Step 1: Breakdown the Context

Looking at the human body and the ability of the human body to lose weight, there are two ways to lose weight: Eat less, which brings in fewer calories into the body, and exercise more, which burns more calories going out. When we narrow the context to just eating, it breaks down into appetite, food choice, portion size, and sensing how full one feels.

Step 2: Breakdown the Purpose

The goal was managing weight. That involves eating calories, burning calories, tracking weight, and understanding the psychological factors involved.

Step 3: Systematically Integrate and Iterate

The integration of this solution started with a published study had found that weighing daily and recording the number appeared to prevent weight gain over the holidays. Nothing else was done. Pure feedback.

So, the first pass was a simple form for capturing daily weight.

Then the same lever was speculated to be a general principle and applied twice more. A second feedback loop asked the person to note why they were reaching for food, and what else might give them the same thing as eating. A third feedback loop widened it again: if recording weight does something, then recording hunger, energy,

About Our Case Studies

Our case studies introduce you to an application of **Leveraged Creativity™** applied to a product, process or problem. An application of **Leveraged Creativity™** can be either (a) generating a brand-new creative result or (b) analyzing an existing product, process or solution.

Leveraged Creativity™ has three main steps: (1) Breakdown the Context, (2) Breakdown the Purpose, and (3) Systematically Integrate and Iterate until you arrive at a solution (or decide there is no solution).

Leveraged Creativity™ invites us to find leverage points to make creative outcomes even better, and this is what makes **Leveraged Creativity™** stand out from random brainstorming; because defining context and purpose prime our thoughts to look in the right direction, and leverage points offer clues how to bridge the gap.

Leverage points are what make creative outcomes more significant and what makes everybody recognize a creative solution with an “Aha!” moment. If you are interested in learning this process at a deeper level and applying to your take your high-value ideas as high as possible, visit Leveraged Creativity™.

Leverage Point

Feedback is a powerful leverage point taught in **Leveraged Creativity™**

what was eaten and how the day went may do something too. The page stopped being a weight log and became a record of the body's state.

The Outcome

One page that records what the body reported and what was done about it: a morning number read against the week rather than the day, hunger and energy noted as they change through it, and a place to write down the alternative chosen instead of eating.

DISCLAIMER: This was a speculative exercise in applying Leveraged Creativity™ in what might possibly help with weight-management, but no claims are made that it would work, and, in fact, it is not recommended by Randall Desmond who is not a healthcare professional much less knowing anything about your healthcare needs. If you have a healthcare issue, consult a healthcare professional.

The Leveraged Creativity™ Lesson

Feedback is a powerful leverage point taught in Leveraged Creativity™.



Leveraged Weight Management **Body State Feedback Chart** **LEVERAGED CREATIVITY EXAMPLE** Week of _____

One page for the week. Fill in a column each day as you go. Weigh in first, close the column out at night.

DATE	M	T	W	T	F	S	S
DAILY WEIGH-IN same time, same conditions, before eating							
Weight (lb)							
Time							
MORNING							
Hunger 1 empty - 3 neutral - 5 full	○○○○○	○○○○○	○○○○○	○○○○○	○○○○○	○○○○○	○○○○○
Energy 1 drained - 3 ok - 5 sharp	○○○○○	○○○○○	○○○○○	○○○○○	○○○○○	○○○○○	○○○○○
Ate and how much							
MIDDAY							
Hunger 1 empty - 3 neutral - 5 full	○○○○○	○○○○○	○○○○○	○○○○○	○○○○○	○○○○○	○○○○○
Energy 1 drained - 3 ok - 5 sharp	○○○○○	○○○○○	○○○○○	○○○○○	○○○○○	○○○○○	○○○○○
Ate and how much							
EVENING							
Hunger 1 empty - 3 neutral - 5 full	○○○○○	○○○○○	○○○○○	○○○○○	○○○○○	○○○○○	○○○○○
Energy 1 drained - 3 ok - 5 sharp	○○○○○	○○○○○	○○○○○	○○○○○	○○○○○	○○○○○	○○○○○
Ate and how much							
CLOSING THE DAY read the column back before you close it out							
Slept / rested and how long	_____ hrs	_____ hrs	_____ hrs	_____ hrs	_____ hrs	_____ hrs	_____ hrs
Tried an alternative							
What was going on before or around eating							

The challenge belongs to the high end of the hunger row. Reaching for food at 3 or above is the habit — that is where the alternative goes. At 1 or 2, eat. Weight moves with water, sleep and call. Read the week across the row, not the number in one column.

END-OF-WEEK REVIEW 7-day average _____

Where did hunger and tiredness line up? _____ Did the alternative give me what eating gives me? _____

What showed up before the times I ate? _____ Did the morning number change how I ate? _____

One thing worth carrying into next week: _____

SUBSTITUTION REVIEW read the week back, then name the swap you are carrying forward

This week, eating got me _____, and I can get the same thing plus more benefits from _____

No counts, no targets, no score — this page records what your body reported and what you did about it. www.leveragedcreativity.com © Randall Desmond

There's More To Leveraged Creativity™

Step 1: Breaking Down The Context involves much more than just stating the problem; it entails mapping out all the contextual parameters in the problem while noting each individual function of each interface and element attribute connected to the context. If that sounds complicated, it can be, but Leveraged Creativity™ explains how to do this systematically.

Step 2: Breaking Down The Purpose is pretty straight forward and usually very direct and simple, but there are hidden ways to break it down that facilitate more subtle understanding of the problem you're working on. Leverage Creativity™ has a way to bring those subtleties out in a systematic way as well.

Step 3: Systematically Integrating And Iterating to find a solution is where Leverage Creativity™ shows you how to bridge the gap *in the context* (the when and where) *for the purpose* (the why) and come to a *creative result or solution* (the what). The method Leverage Creativity™ uses is based on finding leverage points and using them in the pursuit of high-value ideas.

If this interests you, visit us at www.leveragedcreativity.com