

Yes, and — no "but"

Every turn starts by accepting the last idea out loud — "yes, and" — then adds one thing. No "but," no editing it into your better version. Can't build on it? Build on it anyway.

"Yes, but" feels like agreement and is really a deletion.

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Start plain

A coffee shop.

Build it somewhere the room won't expect — one turn each.

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Start plain

Our onboarding process.

Accept the last turn, add one. Keep it concrete, not clever.

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Start plain

A team offsite.

Go around two or three loops so it climbs several stories.

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Keep it visible

Note each turn in order so the read-back can show how far one seed travelled.

The distance from the seed is the finding.

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WS
Yes-And Ramp

PRINT ORDER

Vendor spec

63.5 × 88.9 mm · 3 mm bleed · 3.5 mm radius · 300–350 gsm coated · RGB→CMYK (FOGRA39). A4 2 × 3.

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BLANK SEED

Your own seed

Put a real subject here — a product, a campaign, a constraint — and ramp on it.

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BLANK SEED

Your own seed

A second opener for a longer session.

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WS
say yes, and

WS
build, don't delete

WS
read it back