



TIASNIMBAS BUSINESS SCHOOL – FRISBEE

Briefing

Introduce the Tias Nimbas philosophy ('Never Stop Asking') on every Tias Nimbas campus worldwide.
Develop an internal communication campaign aimed at students, lecturers and campus personnel.

Solution

We invented smart and easy-to-produce media to get the message across. We designed a special TiasNimbas frisbee on which we printed the history of the invention of the frisbee (a great business story that is a perfect example of the 'Never Stop Asking'-attitude). We had 1,000 frisbees made and distributed among students on the campus green.

THINK TWICE BEFORE YOU THROW SOMETHING AWAY.

In the wake of the Civil War, a baker in Connecticut started selling pies in a tin plate. You know his name. It's Frisbie. Mister Frisbie sold his pies to the nearby Yale College. There some playful students discovered that his tins were also great for tossing around. There's a critical choice in this.

A: you put the tin in the garbage, you graduate, you work, you retire, you die.

B: you don't see a tin but an opportunity, you file a patent for a toy called 'Frisbee', sell millions and gain eternal fame. (Which is equally dead but at least not forgotten). It makes you realize that great opportunities are all around us. And that worldwide business success does not necessarily have to take years of market research. Sometimes five minutes of play are enough.

The ideas are out there. You just gotta make them fly.

TiasNimbas TILBURG UNIVERSITY
Business School In association with:
Eindhoven University of Technology

Never stop asking

Get in touch at www.tiasnimbas.edu