

Among his many firsts, Dalí was the first renowned artist to recreate the complete deck of 78 tarot cards. He did this by giving his very own Dalinian interpretations of the familiar card deck. In addition to indulging his penchant for mysticism (shared with his beloved Gala), this project gave him the chance to do what he did better than any other artist: make people re-see something commonplace—or, as we say in The Innovation Labs, make the familiar strange.

In creativity work, one of the biggest blocks comes from having a limited perspective. Frustratingly, sometimes the better we know an area or a discipline, the less capable we are of seeing with fresh eyes. Finding ways to make the familiar strange can help us overcome that block and allow us to find new perspectives without our usual filters.

Using our Dalí Image Cards (located on the last page), we invite you to try the following activities, based on some classic three-card tarot spreads, to gain some new perspective on your challenge or situation.

1. Print the last page of this document and cut out the images.
2. Shuffle the cards and place them face down in front of you.
3. Using one of the prompts below (choose the one that most intrigues you), take the three top cards (don't peek!) and place them on the square guides below your chosen prompt.
4. Now, flip over the cards, and use each one to tell the story of your challenge or situation using the images as inspiration. Remember to lean into metaphor. If you need some guidance, check out the example below the prompts.

This works well as a solo or team activity. If using with a group, print multiple sets, enlarge the images or save individual images for digital use.

Prompt 1: Use for new perspective on any situation, relationship, product/service, etc. as you think about how things were in the past (card 1), how they are now (card 2) and what the future may hold (card 3).

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Prompt 2: Use for a fresh take on a retrospective or post-mortem session, where you discuss what went well (card 1), what could have gone better (card 2) and what learnings you are taking forward (card 3).

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Prompt 3: Use when you are blocked on what might be causing a problem and are unsure of how to proceed, where you identify what the situation is (card 1), what the main obstacle is (card 2) and the advice you can draw from the card to help resolve it (card 3).

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example



The challenge that we are working on is "How might we turn a lucky growth spurt into a business that actually sustains us?"

Past: The first image is a thick slice of watermelon. In the past, growth felt like summer. It was ripe, abundant and easy to pick, and we ate well.

But watermelon is seasonal, and we treated it that way. We chased whatever looked juiciest in the moment, spat the seeds out and moved on without ever stopping to plant one. It was a feast, but it wasn't a harvest we planned or one we could count on returning.

Present: The second image is a swarm of ants working over stalks of wheat.

That is us right now. Everyone is heads-down, in constant motion and contributing to a real collective effort with nobody standing idle. There's something reassuring in all that industry. But ants have always carried a little dread with them, a sense of things being nibbled away at the edges, and that's the part I can't shake. Are we building the granary or just picking the field clean? The busyness looks like progress, but I'm not convinced all this motion is leading to something we'll actually get to keep.

Future: The third image is a basket of bread resting on white cloth. Here's the part that got me: it's the same wheat the ants were crawling over, only now it's been milled, kneaded and baked into something that feeds people and lasts.

That's the future I want. We don't need more frantic harvesting, but the discipline to turn raw hustle into something finished. Bread is humble, but it's crafted and set out with care in a sturdy basket. The shift I'm after is from a swarm consuming a seasonal field to a practiced hand creating something that sustains us well past the summer.

