

- ### Guidelines for Finding Valuable Solutions
1. **Take time.** (Give ideas a chance.)
 2. **Yes, and...** (Build on the potential idea to craft an even better one.)
 3. **Go for wow.** (Does the idea excite you? Does it scare you just a little? Is it new and different?)
 4. **Consult objectives.** (Compare ideas to your goals and constraints. Are you on track?)

Guidelines for Seeking New Possibilities

1. **Pause judgment.** (Wait until later to analyze, choose, and critique.)
2. **Let loose.** (Think up wild, crazy, and unrealistic ideas.)
3. **Share.** (Suggest ideas that build on others' ideas, or combine two ideas into a new one.)
4. **Go big.** (The more ideas the better!)