

Creativity Brief

SEEKING POSSIBILITIES



Problem: State the problem here.

Vision: Turn the problem into a compelling vision statement, beginning with "It would be great if..."

Purpose: Why are we considering this right now? Why do we need it? What possibilities might result from us doing it?

Possibility Question: Turn the vision statement into a solvable possibility question, beginning with "What might be all the ways . . .?" or "How might . . . ?"

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FINDING SOLUTIONS



Success: What does success look like? What outcomes do we want? What outcomes must we avoid?

Measurement: How will we measure success?

Resources: What resources (time, money, people) are we prepared to allocate? What's our budget?

Guidelines and Constraints: What must definitely be included in the solution? What must definitely not be included in the solution?

Stakeholders: Who do we need to get on board with our ultimate solution? In what ways can we start preparing the soil?

Timing: What is our timeline? Do we have a hard completion date? What's the pacing?
