

REVERSE BRAINSTORMING



ORIGINAL POSSIBILITY QUESTION

The principle of reverse brainstorming is to play with the absurd. Instead of using a possibility question that includes the desired outcome (What might be all the ways to attract customers?), your question centers around the result that you don't want (What might be all the ways to make sure we never, ever get a new customer again?) Be sure to have fun and use the Seeking Possibilities guidelines as you ideate.

REVERSE BRAINSTORMING QUESTION

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____