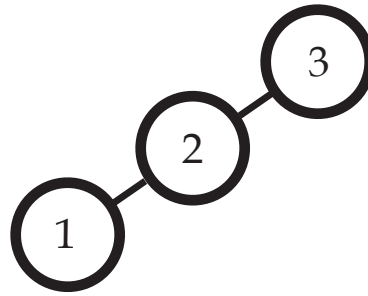


Reversal



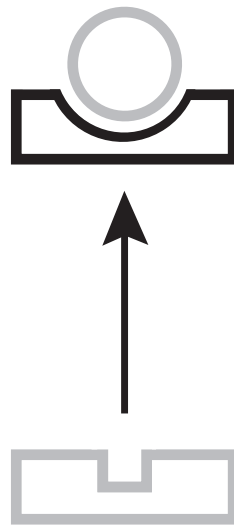
Moment-to-moment



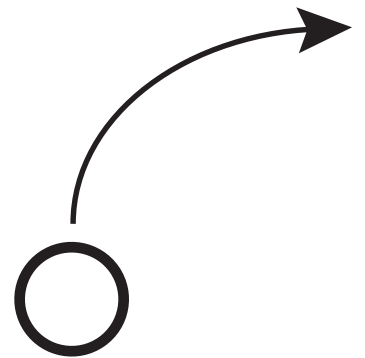
Focus on the difference



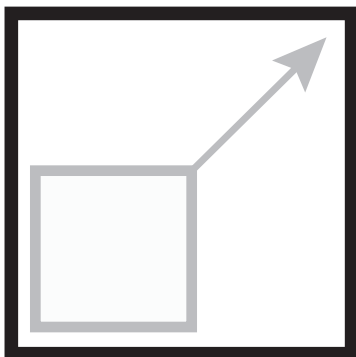
Extract a principle



Change the context



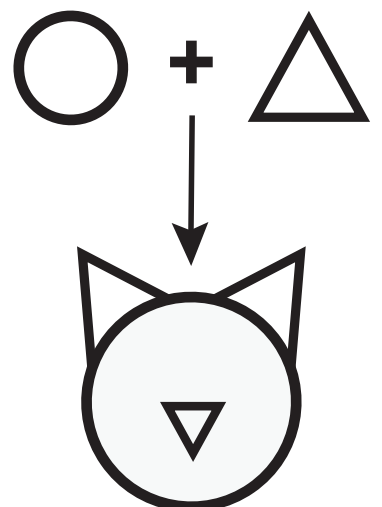
Leap



Transform



What's interesting?



Combine

## Focus on the difference

How is this idea different from what we usually do?

If the idea seems the same as another idea, focus on what is different.

## Moment-to-moment

See the idea in action, play it out in your head like a movie. Watch for what happens moment-to-moment.

## Reversal

What is the opposite of the idea? Note that there are many opposites (opposite of dog? Cat, god, unfaithful, etc.).

## Leap

Any non linear way of getting from one idea to another.

- \* Sounds like
- \* Looks like
- \* Random input
- \* Free associate

## Change the context

Is there any circumstance where the idea would be valuable?

## Extract a principle

Pick out or extract a principle (or aspect) from the idea and use it to create another idea.

## Combine

Combine the idea with another idea. What could that be?

## What's interesting?

Is there anything about the idea that grabs my attention?

## Transform

Try changing the:

- \* Size
- \* Timing
- \* Arrangement

What can I remove?

What happens?