



Generate Ideas

Start here when you have the best definition of your problem or a specific creative question. The best way to create a breakthrough is generate lots of ideas. Write your creative question or problem statement below beginning with the words, “How to... H2...?” or “In what ways might...IWWMI...” or “How might... HM...?” or “What might be all the....” “WMBAT...?”

CREATIVE QUESTION: _____
Generate at least 40 ideas. Use more paper if necessary.

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31	32	33	34	35
36	37	38	39	40

1. Select the most promising and intriguing idea(s) to pursue.
2. Look through your list of ideas and mark your “hits.”
3. Cluster the “hits” that relate to each other.
4. List the numbers of the hits that make up your cluster below.

CLUSTER 1	CLUSTER 2
CLUSTER 3	CLUSTER 4

Look over your clusters. What does each one mean to you?
 In other words, what does each cluster represent?
 List below what each cluster represents to you as an action. **USE A VERB.**

CLUSTER 1 REPRESENTS	CLUSTER 2 REPRESENTS
CLUSTER 3 REPRESENTS	CLUSTER 4 REPRESENTS