

THIRTY QUESTIONS

The sure fire way to get your idea implemented.

From: *The Magic of your Mind* by Sidney J. Parnes, Bearly Limited, 1981.

1. What might I do to gain acceptance? How? When? Where? Why?
2. What might I do to gain enthusiasm for the idea? How? When? Where? Why?
3. What might I do to insure effectiveness? How? When? Where? Why?
4. What ways might I use criteria to show advantages? How might I demonstrate or dramatize this? Where? When? Why?
5. What other advantages might there be? How might I dramatize these? When? Where? Why?
6. What disadvantages might there be? How might I overcome these? When? Where? Why?
7. What additional resources might help (individuals, groups, money, materials, equipment, time, authority, permission, other intangibles, etc.)? How might I obtain them? When? Where? Why?
8. What new challenges might the idea suggest?
9. How might I anticipate and meet these? When? Where? Why?
10. What objections, difficulties, limitations or obstacles might there be?
11. How might I overcome them? When? Where? Why?
12. How might I improve, safeguard, or fortify the idea? When? Where? Why?
13. Who might help with idea? How? When? Where? Why?
14. What group might help? How? When? Where? Why?
15. Who might contribute special strengths or resources? How? When? Where? Why? How might I get them to help? When? Where? Why?
16. Who might add an unexpected element? How? When? Where? Why?
17. Who might gain from the idea? How? When? Where? Why?
18. Who might need persuasion? How? When? Where? Why?
19. How might I reward myself or others for helping carry out the idea? When? Where? Why?
20. How might I pretest my idea? When? Where? Why?
21. What first steps might I take to initiate action? How? When? Where? Why?
22. What next steps might follow? How? When? Where? Why?
23. What timing might I use? How? When? Where? Why?
24. What schedules might I follow? How? When? Where? Why?
25. What follow-up to provide feedback to measure the progress? How? When? Where? Why?
26. What follow-up to allow corrective measures? How? When? Where? Why?
27. What follow-up to deal with unexpected repercussions? How? When? Where? Why?
28. What special times might I use? Days? Dates? How? Where? When? Why?
29. What special circumstances or occasions might I use? How? When? Where? Why?
30. What special places or locations might I use? How? When? Where? Why?

CPS PROCESS

The FourSight Model
Nielsen & Thurber (2010) based on the work of Puccio & Miller (2003)



1 CLARIFY
Identify the Challenge



2 IDEATE
Generate Ideas



3 DEVELOP
Bring Ideas to Life



4 IMPLEMENT
Give Ideas Legs



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