

OPPOSITE THINKING TOOL

Opposite Thinking is a brainstorming tool that leverages limitations to generate ideas.

WHY USE THIS TOOL?

Opposite Thinking will help you examine the assumptions about the challenge and possible solutions.

WHERE CAN YOU FIND THIS TOOL?

You can find more information on this and other tools from Board of Innovation at www.boardofinnovation.com

HOW TO USE IT

1. Describe your assumptions related to the challenge you are trying to solve.
2. Write down the opposite of your assumption.
3. Use a scenario to describe a new or improved solution that challenges your assumption.

OPPOSITE THINKING TOOL
Objective: To generate ideas
from an opposite point of view.

STEP 4 - DESIGN FOR YOUR CURRENT AND FUTURE STAKEHOLDERS: GENERATIVE

ASSUMPTION

Describe the assumption you have about your concept or domain.

OPPOSITE

Describe the opposite of this assumption.

SOLUTION

Describe a new service, offering or improvement out of the opposite.