

Making Ideas Come To You At Will: 6 Simple Steps

1. Introduce the topic.
2. Forget the topic.
3. Go somewhere for stimulus.
4. Force fit stimulus to topic.
5. Incubate.
6. Create a new idea.

Forness® Response Thinking

1. Replace “Yes But...” with a *Forness*® response.
2. What you are FOR in the idea.
3. What you WISH FOR in the idea.
4. Results: Keeps the good alive, pushes towards actionable solutions, creates a safe environment, encourages teamwork and ownership, and saves time.

Assumption Busting

1. List facts, assumptions, givens and truths about your topic.
2. Now role play as your customers, management and other constituents, and list their assumptions.
3. For each, ask: What if that’s not the case?
What possibilities might that present?