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STEPS



How to come up with new ideas
Become known as the ideas person using the contents of your pocket.

Ever needed a new great idea, and not been able to think of one? Use this simple technique that starts with a trigger thought from the contents of your pocket, bag or briefcase to generate lots of great new ideas. Follow the steps and use the template over leaf.

- 1** Define the scope of your idea, problem or opportunity. It's helpful to pose this as a specific goal, what it is you want to achieve. You need to do this carefully because no clear goal means you may be spending a lot of time coming up with lots of stuff, but the stuff may not have any purpose. Could be good for the mind, but not so good for productivity.
- 2** Riffle through the contents of your pockets, bags or briefcase and pull out whatever you find. Make a practice of picking up small objects and carrying them around for a while, pebbles, buttons, pen lids, seeds; Anything that will fit really. Once you've got a selected item, jot down some quick word associations, list everything that it prompts in your mind.
- 3** Now take each item on your word association list and force it together with your specific goal. Whatever comes to mind, record it as a potential outcome. Stick with the same associated word until you've exhausted it, and then do the same with the next until you've worked through all of them.
- 4** Finally work through your list of forced connection outcomes to throw out the daft, outright stupid and impossible, and choose one or two genuinely good ideas that could be an option for your specific goal.

1 Specific goal

Forced connection outcomes

Associated words

3

2

