

The Finer Points of Brainstorming

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| S | Substitute | What could you substitute?
What might you do instead?
What would you do as well? |
| C | Combine | What could you combine?
What works well together? |
| A | Adapt | What could be adjusted?
How could you make it fit? |
| M | Modify
Magnify
Minify | What could be modified?
Could it be larger/stronger?
Could it be lighter/slower? |
| P | Put to Other
Uses | Could you use it differently
New ways to use it? |
| E | Eliminate | What could you do without?
What could you take away? |
| R | Reverse | What could you have it you
Reversed it or turned it
around?
Could you change the parts,
order, layout or sequence? |