Reverse Thinking — turning the problem upside-down

Sometimes, the best way to solve a problem is to look at it in a new way. A logic or decision tree can help you tackle a problem by breaking possible solutions down into parts, and following those parts down new paths.

1. **REPHRASE THE QUESTION.** Now you’re looking for more ways to create problems, instead of solutions. Write the question on a Post-it® Super Sticky Big Note.
   - **EXAMPLE:** How can we get more subscribers to our newsletter?
   - **REPHRASED:** How can we get people to unsubscribe from our newsletter?

2. **OFFER POSSIBLE ANSWERS.** For this part, it helps to keep your logic tree in a flexible format, which is where Post-it® Super Sticky Notes come in handy. Choose at least two answers, but more can illuminate lots of possibilities.

3. **ELABORATE ON YOUR SOLUTIONS.** What are their most important parts? Some of your logic paths might end here, and that’s ok. But dig deeper if you need to.

4. **GET DOWN TO BRASS TACKS.** Reverse thinking can force a team that’s been focused on a problem for a long time to think about it completely differently. How do you make your new solutions reality?