



COLLABORATION
CENTRAL

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.

- a. **EXAMPLE:** How can we get more subscribers to our newsletter?
- b. **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?

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