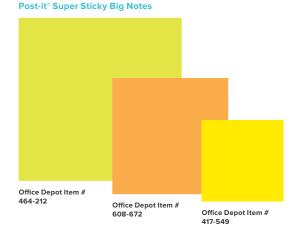


Reverse Thinking — turning the problem upside-down

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.

- 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?
- 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?



Post-it® Super Sticky Notes



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