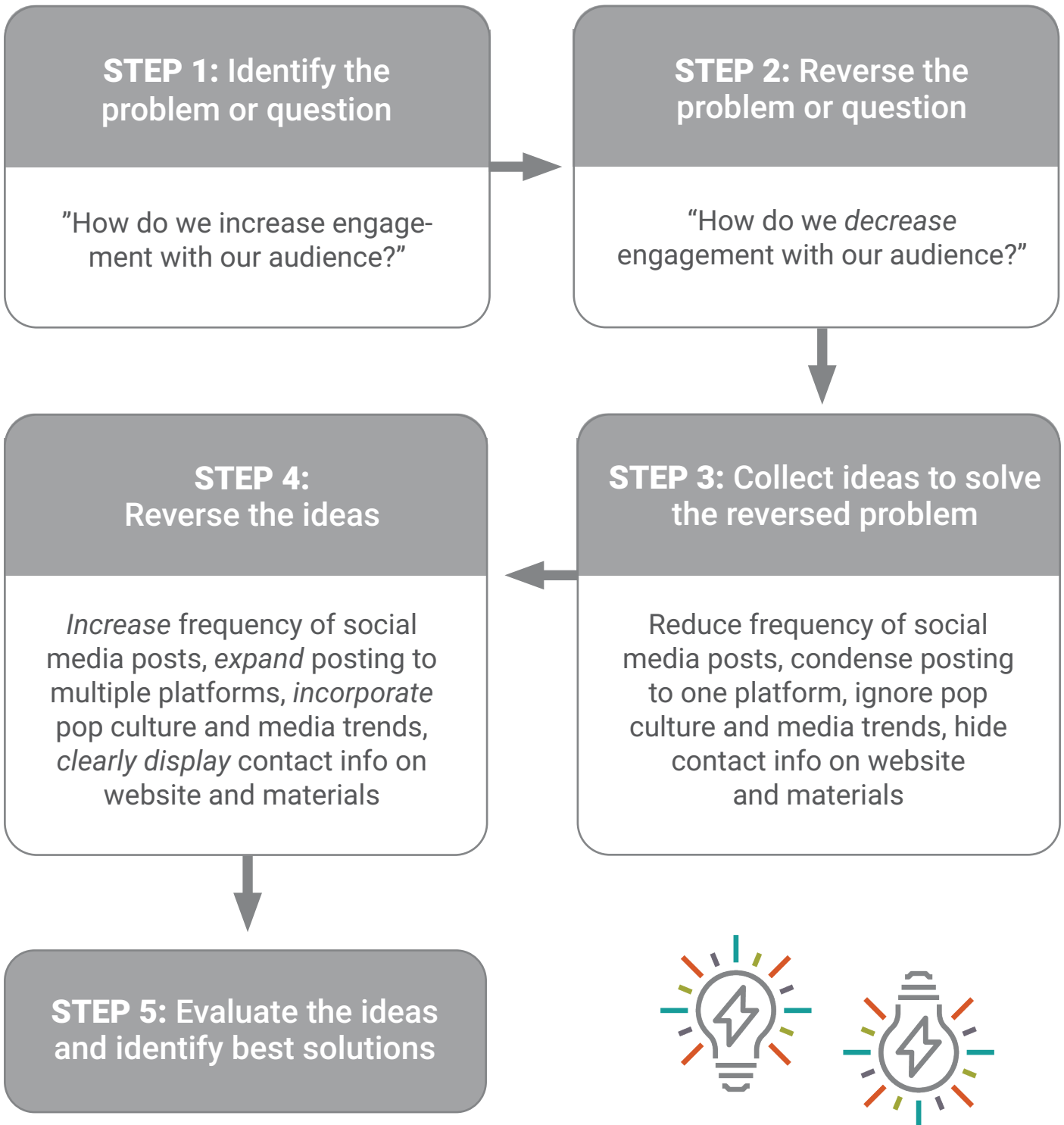


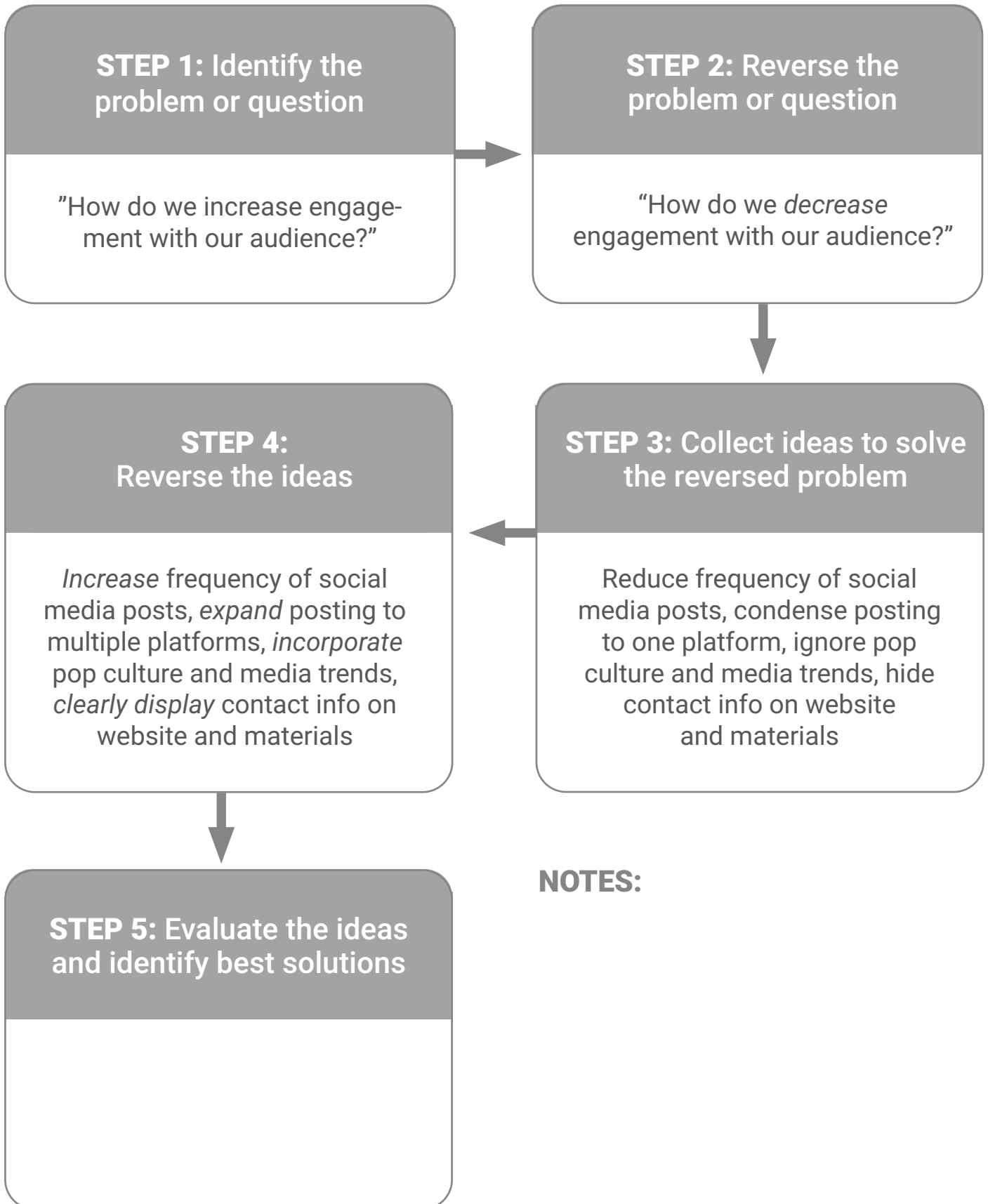
What is Reverse Brainstorming?

Reverse Brainstorming is an idea generation technique that encourages you to consider the cause of problems in addition to proposing solutions. Instead of attempting to solve a problem directly and immediately, you first consider ways to make the problem worse. In understanding the opposite of your goals, you and your team can uncover new angles and solutions.



Reverse Brainstorming - Worksheet

Fill out the template below according to your company, organization, or project.



NOTES: