Reverse Brainstorming - Introduction



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.

STEP 1: Identify the problem or question

"How do we increase engagement with our audience?"

STEP 2: Reverse the problem or question

"How do we *decrease* engagement with our audience?"

STEP 4: Reverse the ideas

Increase frequency of social media posts, expand posting to multiple platforms, incorporate pop culture and media trends, clearly display contact info on website and materials

STEP 3: Collect ideas to solve the reversed problem

Reduce frequency of social media posts, condense posting to one platform, ignore pop culture and media trends, hide contact info on website and materials

STEP 5: Evaluate the ideas and identify best solutions



Reverse Brainstorming - Worksheet



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

