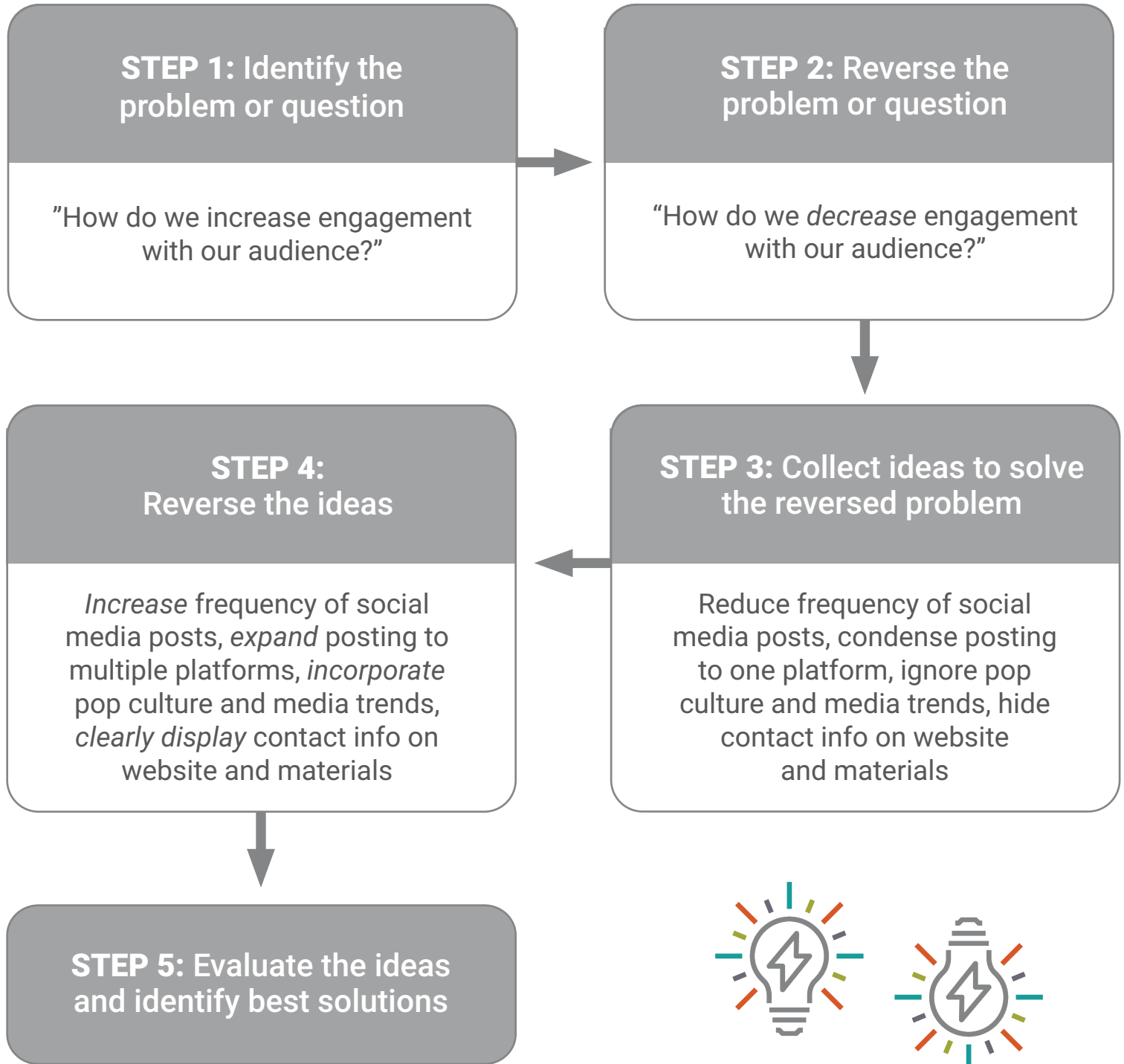


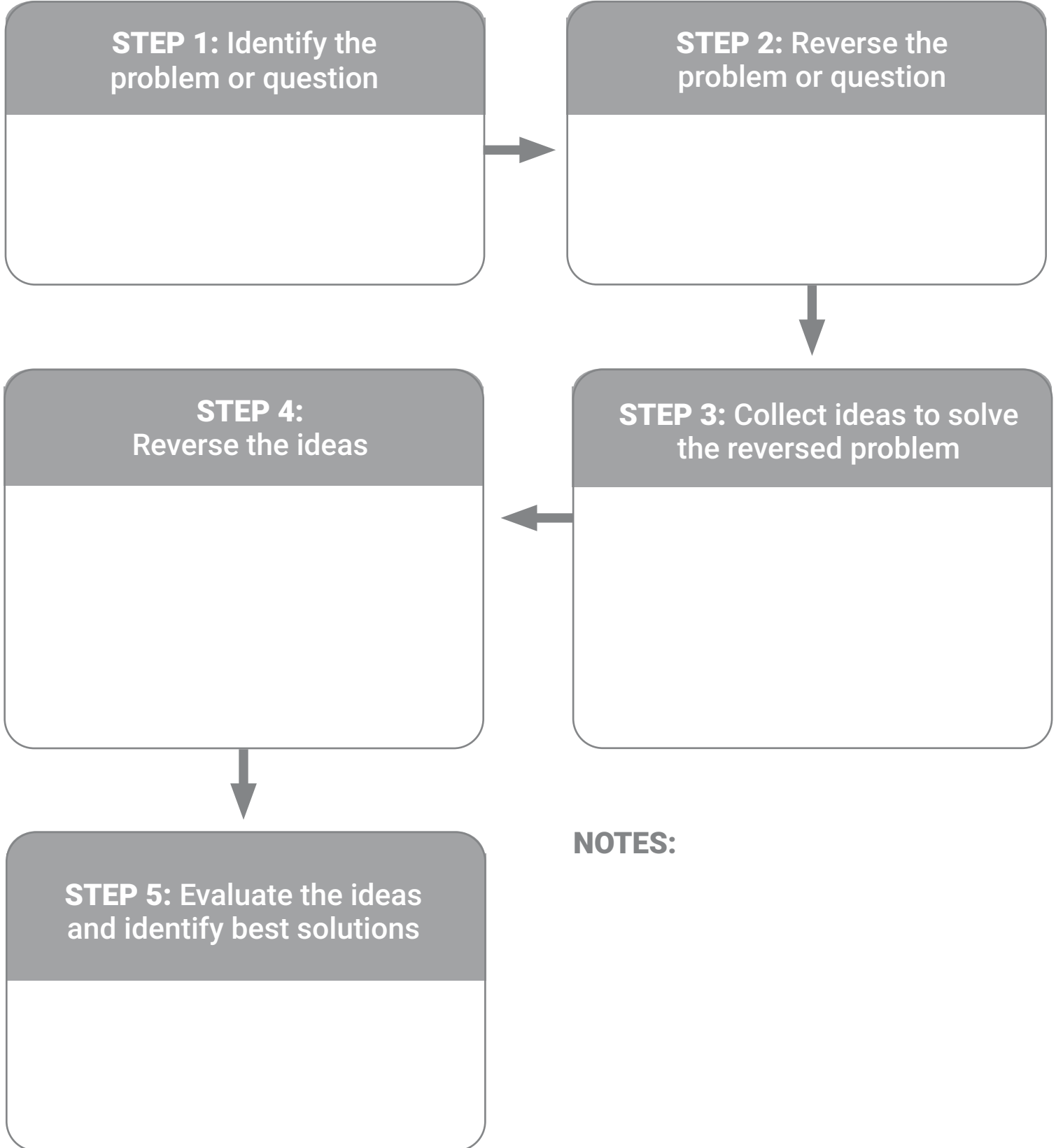
## What is Reverse Brainstorming?

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:**