

TWELVE QUESTIONS TO SPARK CREATIVITY

Embrace a mindset of curiosity. Ask these questions throughout your creative process and whenever you are problem-solving.

1. What is the current situation? The opportunity? Identify pain points.

2. Who is involved? What do you need to understand about your customer/target market/users?

3. Why is it happening? Ask why five times to get to the root cause.

4. How might we rearticulate problem areas as opportunities?

5. What if? Imagine possibilities from different perspectives.

6. What else? Don't stop at your first few ideas. Go beyond the obvious solutions.

7. Is this the best we can do? Aim higher.

8. Why not? What assumptions should you be challenging? Where might you be blind to new opportunities?

9. What wows? Review your options and choose winning ideas on the basis of what will appeal to your target group.

10. What do you think? Invite participation.

11. How will this work? Make a business case for your ideas, and test them with your target group to get their feedback.

12. What's next? How might I use our existing know-how (competencies) to enter new markets and flourish in them?
