Opposite Thinking

About this tool:

Opposite thinking is a powerful ideation tool that forces you to challenge your most basic assumptions & turn them upside down. Imagining an opposite reality can be challenging but it's the perfect starting point for ideation since you're throwing all constraints overboard.

1 Assumption	2 Opposite	3 Solution
Describe the assumption you have about your concept or domain.	Describe the opposite or extreme of this assumption	Describe a new service, offering, improvement out of the opposite or extreme

board of innovation

Kimberly-Clark