

Reverse Brainstorming

Time to shift gears.

METHOD



1. Identify the problem or challenge you wish to address. Write it in one sentence.



2. Identify the reverse of the problem by asking, "What do we not want to happen?"



3. Use the previous answer to form your *reverse brainstorm* question.



4. Brainstorm answers to your reverse question. Let ideas flow freely - have fun with it!



5. Use the ideas generated as inspiration for solutions to your original challenge.



6. Evaluate your list of solutions. Which are feasible to try? Are there elements you might use?

EXAMPLE



We want to sustain our prevention efforts. This may be through community partnerships and/or financial income.



What could we do to end our work immediately? How might we ruin our partnerships and/or lose our funding?



REVERSE SOLUTIONS:

- Stop meeting
- Use our project funding to go on a cruise!
- Tell all coalition members to stop coming, the coordinator can figure it out
- Fire the coalition coordinator
- Make sure no one knows what our coalition does
- Ask all coalition members to stop caring about our issue



ACTUAL SOLUTIONS:

- Ask members to join a workgroup for this topic and schedule regular meetings
- Maintain compliance with current funding requirements
- Prioritize retaining a coalition coordinator in sustainability planning
- Increase/improve coalition marketing to gain interest from new partners

Learn more about this technique and others at www.mindtools.com.

This infographic was developed by the Regional ATOD Prevention Coordinators, funded by the MN Department of Human Services, Alcohol & Drug Abuse Division