

# 1 Diverse Perspectives



## ① Brainstorming Sessions: 🧠.

Arrange regular brainstorming sessions where all ideas are welcomed without judgment. Encourage a free flow of thoughts, allowing for spontaneous and creative suggestions.

Mind Mapping:

Use mind maps to visually organize thoughts. Start with a central idea and branch out into related concepts, making connections and exploring different perspectives.

## ② SCAMPER Technique:

Apply the SCAMPER method (Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse) to existing ideas or products to generate new ones.

## ③ Observation and Research:

Observe the world around you and conduct research. Understanding customer needs, current trends, and gaps in the market can spark innovative ideas.

## ④ Use Constraints Creatively:

Introduce constraints or specific challenges to focus your thinking. Limitations can often inspire more creative solutions.

## ⑤ Practice Empathy:

Put yourself in the shoes of your target audience. Understanding their experiences, needs, and desires can lead to more relevant and impactful ideas.

## ⑥ Relaxation and Unconventional Environments:

Sometimes stepping away from the usual work environment or engaging in relaxing activities can help stimulate creativity and new ideas.

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