



# BREAKING SET

- ✦ *A checklist of questions to help focus thinking on developing an idea, for example a business or project proposition. Can help foster ideas for distinguishing the proposition from others, finding new takes on an old idea.*



Reference: A Osborn, 'Applied Imagination, Charles Scribner and Sons, NY, 1963.

## OVERVIEW AND APPROACH

- ✦ Breaking Set is a technique to help overcome blockages in thinking—or breaking the mould. The technique uses a checklist to prompt thinking or new ideas and is especially useful when you think you've exhausted all ideas.

### Approach

- ✦ Prompt for **new ideas** using the following questions:

<b>Use in a different way?</b>	What new uses are there for it as it is? What other uses are there if it is adapted?
<b>Adapt?</b>	What else is like this? What other ideas are prompted by this? Are there any parallels in the past? What could I copy? Who might I emulate?
<b>Modify?</b>	What could be changed? . . . meaning, colour, motion, sound, smell, feel, form, shape? Is there a new twist? What other changes are possible?
<b>Magnify?</b>	What could be added? What about more time? Greater frequency? Stronger? Higher? Longer? Can I make it thicker? How can extra value be added? What about—Duplicating? Multiplying? Exaggerating?
<b>Minimize?</b>	What can be taken away? What can be made smaller? Condensed? Can I Simplify? Streamline? Split up? What can be understated? Omitted?
<b>Substitute?</b>	Who/what else could be substituted instead? What other components, materials could be used? What other process could be adopted? What other place? Other approach?
<b>Rearrange?</b>	Can cause and effect be swapped? What other pattern is possible? Other layout? Other sequence? Can I change the pace? Change the schedule?
<b>Reverse?</b>	What are the opposites? What if positive and negative are swapped? What if it's turned backwards? Turned upside down? Roles are reversed? Tables turned? Shoes changed?
<b>Combine?</b>	Can purposes be combined? Elements combined? Ideas combined? Can a blend, an assortment, or an ensemble be produced?