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Creative Thinking



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Quote of the Day

Now that we have met with
paradox we have some hope of
making progress.

Niels Bohr

The Idea Lottery

Want to know one of the "secrets" of creativity? It's about making new CONNECTIONS between seemingly unrelated elements. Let's take "drive in banking" for example. What else is it but the elegant COMBINATION of cars and banking? Or MTV. That really was just a new connection between music and television. All too often, however, we end up locked into old patterns and old "boxes," unable to see creative connections just waiting to be discovered. That's what the IDEA LOTTERY is all about... a simple idea generating tool to help you discover new connections and solutions.



How it Works

1. Write your challenge as a "How can I?" question
2. Write up to 15 "elements" of your challenge in the boxes
3. Write up to 6 random words unrelated to your challenge
4. Click "generate grid"
5. Brainstorm (using new connections on your grid to spark ideas)
6. Write new ideas about your "How can I" challenge
7. Choose your hottest new idea and elaborate on it

Ready to begin?...

Step 1: Define your Challenge

How can I ...

Step 2: Write the Main Elements of your Challenge

Write the main elements (i.e. pieces of the puzzle) of your challenge. Don't worry if you leave some blank, our hidden genie will fill in the rest.

Our Clients Speak

Great job! Well-planned. High energy. Outstanding value.

Samuel Bruce, Fuqua School of Business

[MORE](#)

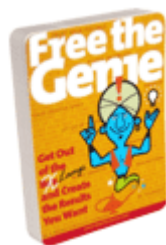


Guy Kawasaki's Alltop "online magazine rack" has recognized [Idea Champions' blog](#) as one of the leading innovation blogs on the web. Check out *The Heart of*

Innovation, and subscribe!



If you're looking for a powerful way to jump start innovation and get your creative juices flowing, [Awake at the Wheel](#) is for you. Written by Mitch Ditkoff, Co-Founder and President of Idea Champions.



A [deck of 55 cards](#) to spark new ideas, breakthroughs and extraordinary results. [Buy now!](#) Or brainstorm with our [online genie](#).

"This is really, really good stuff." — Seth

Godin



Ingenuity Bank!
Enterprise software to help you create a

Step 3: Write Unrelated Elements

Write unrelated elements, these should have no seeming connection to your "How can I?" challenge. Don't worry if you leave some blank, our hidden genie will fill in the rest.

Step 4: Generate your Idea Lottery Grid

Click here to request our hidden genie to create a grid.

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January 2006 issue of



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