

Required Elements

Who will carry out the solution?

What is the solution idea?

Why is this a good idea and/or how will it work or be implemented?

Recommended Procedures

Use the same brainstorming techniques you used to generate challenges.

Think creatively and “out of the box.”

Invent at least a few solutions, if possible.

Think futuristically.

Use the category list to increase flexibility.

Use research and topical terms whenever possible.

Keep the underlying problem in front of you while brainstorming.

Scoring Scales

Fluency - number of ideas that “solve” the underlying problem (1-10 points)

R (Relevant) - answers key verb phrase and supports the purpose regardless of quality

P (Perhaps) - unclear relationship to the key verb phrase

W (Why) - solution not related to the key verb phrase

D (Duplicate) - solution too similar to another relevant solution

Flexibility - number of categories among the solution ideas (1-10 points)

Elaboration - any three of the following: Who? What? Why? How? (1-10 points)

Originality bonus - rare and creative (+3 points)

Reminders

Write solutions in the form of proposals (what will happen).

Either specific corporations (General Electric for example) or categories of organizations or professions (research scientist in the field of molecular biology) can solve the underlying problem.

Be sure that your ideas fall within the bounds of the laws of nature.

Try to include 16 good solutions, but don't be afraid to move on without completing all 16.

Make sure your solutions are all humane.

Where and when do not count for elaboration in solutions because they appear in the underlying problem as future scene parameters. Leave them out.

What NOT To Do

- Don't repeat the future scene parameters in the explanation of the solution.
- Don't make-up fanciful people (such as “Bill Gates Jr.”) to solve problems.

Power Strategy

Begin the solution idea with WHO will “solve” the underlying problem.