

## Take an Excursion to Expand Thinking and Generate NOVEL Ideas

### WORKOUT ...Take an Excursion or 2

When you...*Take an Excursion or 2* you diverge and *break set* by using analogies to remove yourself from the current situation and to experience something that is distant and different from your issue. You then return to the situation at hand, use the stimulus from the excursion and force-connect it to generate ideas. Use the following steps:

- Step away from the problem/opportunity – forget about it for now.
- Choose an *Excursion* to take and populate it in the *Excursion Column*.
- List the attributes associated with the *Excursion* and populate those in the *Excursion Attributes Column*.
- Return to the situation at hand, and working with one attribute at a time, force-connect it to your issue. Ask: ‘How can I use this attribute to help solve my problem/opportunity? What ideas or alternatives does this give me? How can I make these ideas a reality?’ Populate those in the *Novel Ideas Column*.
- Converge and select the ideas that rise to the top!

#### A Few *Excursions*

Acoustics	Adventure	Aeronautics	Africa	Agriculture
Animal Kingdom	Archeology	Art	Arts & Crafts	Astrology
Astronomy	Biblical Times	Biology	Botany	Bridges
Buildings	Cartoons	Celebrations	Child Rearing	Cinema
Comedy	Computers	Cooking	Cosmetology	Crime and Punishment
Dance	Economics	Education	Electricity	Entertainment
Espionage	Exploration	Farming	Fashion and Clothing	Fiction
Finance	Folklore	Forestry	Games	Gardening
Geology	Health and Fitness	History	Imitations	Illusions
Industrial Revolution	Interior Decoration	The Jetsons	Kingdoms	Law and Order
Love and Romance	Machines	Magic	Marriage	Media
Medicine	Metalworking	Minerals	Music	Mythology
Nature	Noise	Nursing	Oceans	Philanthropy
Philosophy	Physics	Plants	Politics	Sales and

				Marketing
Science	Shopping	Smells	Sports	Theatre and Drama
Time	Transportation	Tribes and Customs	Vacations	War
Weather	Wild West	Woodworking	Yosemite	Zoology

Excursion	Excursion Attributes	Novel Ideas

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