



THE GENIUS WORKOUT

QUESTIONS TO DISCOVER NEW IDEAS

For Groups

- Ask each member to describe the wildly successful outcome they see in their mind's eye. Build on the images to see what solutions arise.
- Ask each participant to share what makes them curious about the problem. What are the things they don't know, but would like to?
- Have the group members think of similar problems in different businesses or industries. How did they solve the problem?
- What if you approached the problem with a sense of humor? Have member share ideas from this perspective.
- Ask each member to be the "complexity police". Have them describe the complex parts of the issue and practice creating simple solutions.

For Individuals

- What solutions do you see in your mind's eye?
- What do you notice -details, hunches, intuitions - that lead to a solution?
- What does this challenge remind you of? What ideas come from this analogy?
- What happens if you invert this challenge? What about absurd solutions? What if you persevered?
- What's the simplest solution for you to create? What ideas do you have when you look to the history of your challenge?