

# LEMONS TO LEMONADE BRAINSTORM

## Why

When the good ideas aren't flowing sometimes we need to embrace the bad ones and see where that gets us. (NOTE: feel free to use post-its and a larger paper for the whole process if needed)

Step 1: What challenge are you trying to solve?

Step 2 (5 min): Brainstorm all of the ways you can solve the challenge

Step 3 (5 min): Brainstorm all of the WORST POSSIBLE ways you can solve the challenge

Step 4 (5 -10 min): Select one of your WORST IDEAS and ask the following questions:

What do we like about this idea?

How can we flip/change/build on this idea to make it better?

Step 5 (5 -10 min): Select Another of your WORST IDEAS and ask the following questions:

What do we like about this idea?

How can we flip/change/build on this idea to make it better?

Step 6 (5-10 min): Next steps and Action Plan:

What will you try?

When will you try it?

What resources will you need to make it happen?

How/When will you revisit to evaluate the new ideas?