







## What births a question?

Failure, frustration, ignorance, pain, duty, curiousity, problems (opportunities), necessity, challenge, misunderstanding, mishap, complaint, knowledge, interest, romance, desire, boredom, passion

Idea Helper: Six Universal Questions
Example: Jesus & the Paralytic - Mark 2:1-12



What are the parts or elements?

**S ubstitute** a part

**C** ombine two or more parts

A dapt an existing idea?

M agnify or exaggerate the idea

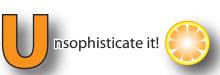
P ut to other uses your current idea

Idea Helper: Trigger Concepts

**E liminate** or minimize part(s)

Example: Treasure Bookmark

R earrange or Reverse part(s)



Commander's Intent

Simple = Core + Compact

**Proverb** 

Metaphor

Idea Helper: MovieMakers

**Laser not Sunlight** 

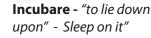
**Example: BASE Illustration** 

"Scripture frequently sums up a man's life in a single sentence." Spurgeon

## THEJUICE



Idea Helper: Eureka page Example: JUICE! booklet





"Apparently, we need "time out" from struggling with a problem or issue. While our conscious attention is focused on the task at hand, our subconscious is still busily digging around the issue, like a terrier after a buried bone. Then, when we are engaged in some fairly "mindless task" such as washing or driving, the terrier triumphantly produces the bone—a possible solution to the problem." When Sparks Fly - Leonard & Swap



**4 Brainstorming Hats** 

**Post-It Brainstorming** 

**Visit Aliens** 

Idea Helper: Brainstorming Sheet Example: PIP Cards

**Creative Abrasion** 

- Divergent thinking

PiP

**Look at Nature** 



## Places to go for Ideas

Thesaurus Dictionary Newstand

Library Internet

Idea Helper: Bob's Bookmarks

Mall **Example: DAWS Booklet** 

Grab Bags Puppets

Dr. Suess Books

Music

Video Store