Creative Tools

Reverse Brainstorming

Reverse Brainstorming helps to solve problems by combining brainstorming and reversal techniques. This can be an extension activity of your brainstorming session to draw out even more creative ideas. It can also be used if your team are stuck with generating ideas to identify a solution to the problem directly.

Benefits of Reverse Brainstorming
• A discussion starter when the team are stuck with coming up with ideas.

How to undertake reverse brainstorming

1. Clearly identify the problem.
2. Start by asking the "reverse" Question:
   Instead of asking "How do I solve or prevent the problem" ask, "How can I cause the problem?"
3. Brainstorm the reverse solution ideas e.g.

How can we get staff to arrive late to work?

Set a bad example and come in late myself

Don't communicate expectation around punctuality

Do not ask staff if there are any barriers around start times

4. Once you have brainstormed the ideas, reverse these into solution ideas e.g.

How can we get staff to arrive on time?

Set a good example and come in on time

Communicate expectations

Ask staff if there are any barriers around start times

5. Can any of these ideas contribute to a solution to lead to a quality improvement activity?
   Identify one idea you wish to focus on and to start an improvement activity (PDSA).