

Creativity Tool #4- Idea Factory

This is an ideation tool to help you frame an idea differently

- Think of an idea, opportunity, or challenge
- Look at the list below:

Idea Factory Questions- What if it was a...

Event	Cabbage Patch Kid
Revolution	Flag Bearer
War	Too Cool
A Brand	Frequent Flyer
Cutting Edge	A Club
A Bully	A Cause
Counter Culture	Sold Out
Hip Community	An Incredible Offer

- Look at the phrase and say “what if it was a...”
- Use the list to come up with ideas