Creativity Tool #9- Tooty Fruity

This tool uses the list of characteristics of fruit to simulate new ideas

- o Pick a problem, opportunity, or challenge

- o Pick any fruit! (yep I said fruit)

- o List all the qualities and associations with that fruit

- o If I pick banana, I would list: yellow, mushy, peel-able, soft, fragrant, easy to bruise, tasty, funny looking, comedy prop, slippery, etc.

- o Then see if ideas come up from this list. Then switch to the next fruit