

Reverse Brainstorming

Process

- Decide the task/problem/issue about which you want to generate new and different ideas.
- Write as a sentence “how can we....”
- Take a blank flipchart and write on it the reverse of your “how can we.....”
- Brainstorm as many ideas as you can about the reverse statement.
- Then take each of those ideas and reverse them back again.

Reverse Brainstorming

How can we convince all our suppliers that they want to reduce waste at source?

1) Reverse the question...

How can we ensure that suppliers make as much waste as humanly possible?

2) Brainstorm for as many ideas as possible.



Pay them extra by weight and volume of waste.

Make them think you need it for burning to heat your place.

Individuals in the suppliers get incentivised by their own company to make as much waste as they can.

Convince them that making more waste will actually reduce global warming.

Get them to bring other people's waste too.

Make everything very fragile so that loads of extra packaging is needed.



3) Then reverse again



Pay them to reduce, have competitions, and suggest awards from the government.

Communication? Are they making assumptions about what you do and don't want? Ask them, listen.

Create a cooperative culture of reduction which isn't about being paid to do it. Negotiate a goal or objective to come up with one idea a month to reduce and give all involved tailored rewards for doing so.

This is about education. Get some great stories about the impact reducing has had and how well it's worked in other businesses.

Economies of scale, could the suppliers make economics sense of gathering all the waste together? One person's waste is another person's useful stuff!

Consider robustness in the design process, specifically to reduce waste packaging.