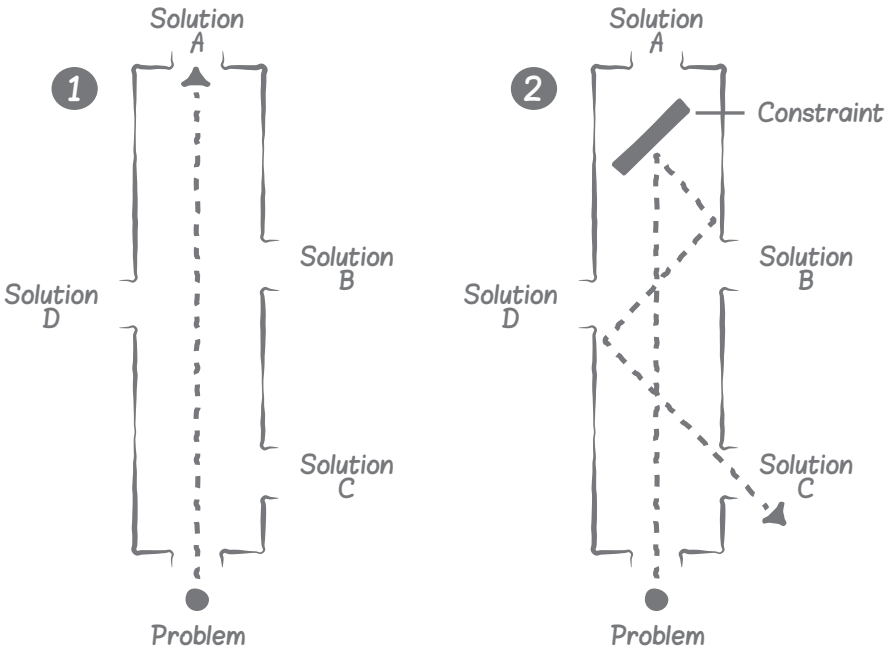


Be constrained

Using a constraint is about narrowing the options, not so you (necessarily) get there quicker, but so you get somewhere different. In diagram 1, there's no constraint and you come up with solution A, same as everyone else. But in diagram 2, the constraint cuts off solution A and creates the chance of finding solutions B, C and D.

Some example constraints you can try include: The solution must cost nothing; must be implementable within a day; must be the first of its kind; must be popular; must be controversial; must remove an existing element; must not be technological; must not involve people; must make things simpler.



Toolkit

1. Brainstorm some constraints you could introduce to the problem solving (or become problems of their own) or choose one from the list above
2. Ask which of those constraints might have an upside. Would adhering to that constraint be advantageous?
3. Whether your constraint has a clear benefit or is simply different, add it to the initial problem (if you had one) and brainstorm how to solve the problem now
4. Because the constraint has been artificially created, it may not matter if you only partially achieve it, if it still gives you a great new solution to the original problem