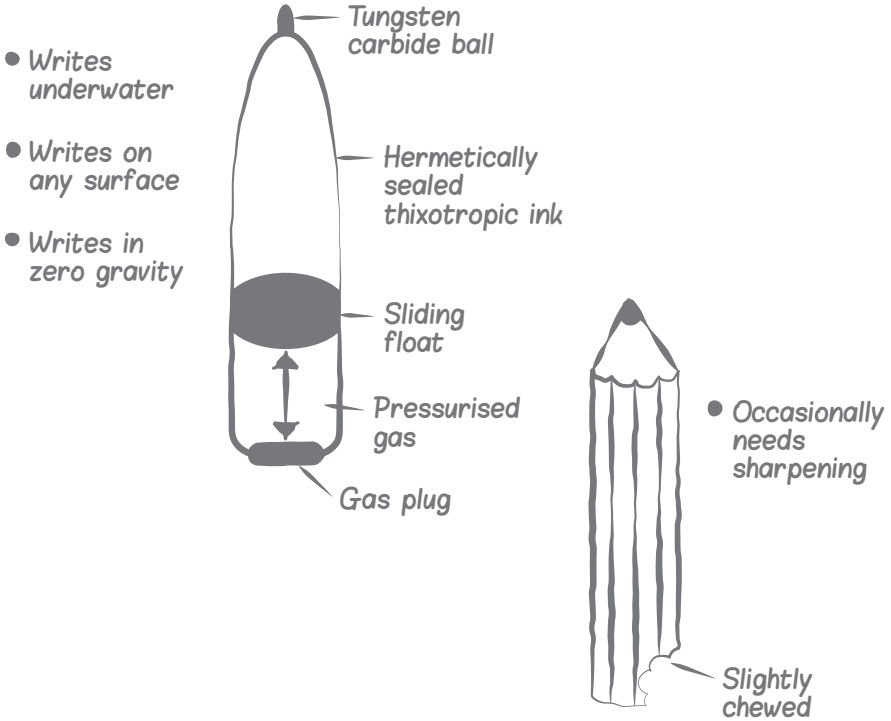


Solve something simpler

The apocryphal story is that because an ordinary pen wouldn't work in space, NASA spent 10 years and \$10 million developing The Space Pen. But if you ask the right question, 'We just need something to make notes with in space' you get what the USSR's Cosmonauts were given instead. A pencil.



Toolkit

1. Do you have to solve the problem? What if you didn't? Perhaps you can just solve the consequences instead (they may be simpler to deal with)
2. Or maybe you can even just solve the challenges of living with the consequences
3. Ask the right question to find the 'next best thing': is there part of the problem you could solve to get you close to the solution you want—perhaps by looking at the crux of the issue?
4. Or ask the right question to say, 'What could we solve instead, that's a bit easier, to get the same or a similar result?'