
GUIDELINES FOR GENERATING...

USE DEFERRED JUDGMENT

1. We rule out *criticism* and *praise*.
Don't say "yes" to an idea, and don't say "no" to an idea.
2. We want *quantity*.
The larger the number of ideas, the greater the chance of reaching the best solutions.
3. We seek *combinations* and *improvements*.
We encourage group members to combine and "hitchhike" ideas.
4. We welcome *freewheeling*.
The wilder the ideas, the better. Offbeat and silly ideas may trigger practical breakthroughs that might not otherwise occur.

GUIDELINES FOR FOCUSING...

USE AFFIRMATIVE JUDGMENT

1. We are thorough, but positive, when we are analyzing, refining, or choosing possibilities.
2. We follow a plan, and we know and use tools to help us focus possibilities efficiently.
3. We keep our eye on our goal. We focus on what we really want and need to accomplish.
4. We remember to stay open to all ideas and to look deliberately for new and unusual possibilities.