

How about a blend, an alloy, an assortment,  
an ensemble?

- Combine units?
- Combine purposes?
- Combine appeals?
- Combine ideas?

### Combine?

Transpose positive and negative?

How about opposites?

Turn it backward?

Turn it upside down?

Reverse roles?

Change shoes?

Turn tables?

Turn other cheek?

### Reverse?

Interchange components?

Other pattern?

Other layout?

Other sequence?

Transpose cause and effect?

Change pace?

Change schedule?

### Rearrange?

Who else instead?

What else instead?

Other ingredient?

Other material?

Other process?

Other power?

Other place?

Other approach?

Other tone of voice?

### Substitute?

### Put to other uses?

New ways to use as is?

Other uses if modified?

### Adapt?

What else is like this?

What other idea does this suggest?

Does the past offer parallel?

What could I copy?

Whom could I emulate?

### Modify?

New twist?

Change meaning, color, motion, sound,  
odor, form, shape?

Other shapes?

### Magnify?

What to add?

More time?

Greater frequency?

Stronger?

Higher?

Longer?

Thicker?

Extra Value?

Plus ingredient?

Duplicate?

Multiply?

Exaggerate?

### Minify? What to subtract?

Smaller?

Condensed?

Miniature?

Lower?

Shorter?

Lighter?

Omit?

Streamline?

Split up?

Understate?

Alex Osborn's Creative  
Thinking Check List  
<http://www.VincentYang.cn>