



**Rearrange (or Reverse)**

- What other arrangement might be better?
- Can I interchange components?
- Are there other patterns, layouts or sequences I can use?
- Can I transpose cause and effect?
- Can I change pace or change the schedule of delivery?
- Can I transpose positives and negatives?
- Should I turn it around? Up instead of down? Down instead of up?
- What if I consider it backwards?
- What if I try doing the exact opposite of what I originally intended?

**Eliminate (or Minify)**

- How can I simplify this?
- What parts can be removed without altering its function?
- What's non-essential or unnecessary?
- Can the rules be eliminated?
- What if I made this smaller?
- What feature can I understate or omit?
- Should I split it into different parts?
- Can I compact or make it smaller?

**Put to Other Uses**

- What else can this be used for?
- Can this be used by people other than those it was originally intended for?
- How would a child use this? An older person?
- How would people with different disabilities use this?
- Are there new ways to use this in its current shape or form?
- Are there other possible uses if it's modified?
- If I knew nothing about it, would I figure out the purpose of this idea?
- Can I use this idea in other markets or industries?

**Substitute**

- Can I replace or change any parts?
- Can I replace someone involved?
- Can the rules be changed?
- Can I use other ingredients or materials?
- Can I use other processes or procedures?
- Can I change its shape?
- Can I change its color, roughness, sound or smell?
- What if I change its name?
- Can I substitute one part for another?
- Can I use this idea in a different place?
- Can I change my feelings or attitude towards it?

**Combine**

- What ideas or parts can be combined?
- Can I combine or recombine its parts' purposes?
- Can I combine or merge it with other objects?
- What can be combined to maximize the number of uses?
- What materials could be combined?
- Can I combine different talents to improve it?

**Adapt**

- What else is like it?
- Is there something similar to it, but in a different context?
- Does the past offer any lessons with similar ideas?
- What other ideas does it suggest?
- What could I copy, borrow or steal?
- Whom could I emulate?
- What ideas could I incorporate?
- What processes can be adapted?
- What different contexts can I put my concept in?
- What ideas outside my field can I incorporate?

**Magnify**

- What can be magnified or made larger?
- What can be exaggerated or overstated?
- What can be made higher, bigger or stronger?
- Can I increase its frequency?
- What can be duplicated? Can I make multiple copies?
- Can I add extra features or somehow add extra value?