

# Osborne Questions



## MAGNIFY?

What to add?  
More time?  
Greater frequency?  
Stronger?  
Higher?  
Longer?  
Thicker?  
Extra value?  
Plus ingredient?  
Duplicate?  
Multiply?  
Exaggerate?



## MINIMIZE?

What to subtract?  
Smaller?  
Condensed?  
Miniature?  
Lower?  
Shorter?  
Lighter?  
Omit?  
Streamline?  
Split up?  
Understate?



## SUBSTITUTE?

Who else instead?  
What else instead?  
Other ingredient?  
Other material?  
Other process?  
Other power?  
Other place?  
Other approach?  
Other tone of voice?



## COMBINE?

How about a blend, an alloy,  
an assortment, an ensemble?  
Combine units?  
Combine purposes?  
Combine appeals?  
Combine ideas?



## REARRANGE?

Interchange components?  
Other pattern?  
Other layout?  
Other sequence?  
Transpose cause and effect?  
Change pace?  
Change schedule?



## REVERSE?

Transpose positive and negative?  
How about opposites?  
Turn it backward?  
Turn it upside down?  
Reverse roles?  
Change shoes?  
Turn tables?  
Turn other cheek?



## ADAPT?

What else is like this?  
What other idea does this suggest?  
Does the past offer parallels?  
What could I copy?  
Whom could I emulate?



## MODIFY?

New twist?  
Change meaning, color, motion,  
sound, odor, form, shape?  
Other shapes?



## PUT TO OTHER USES ?

New ways to use it?  
Other uses if modified?

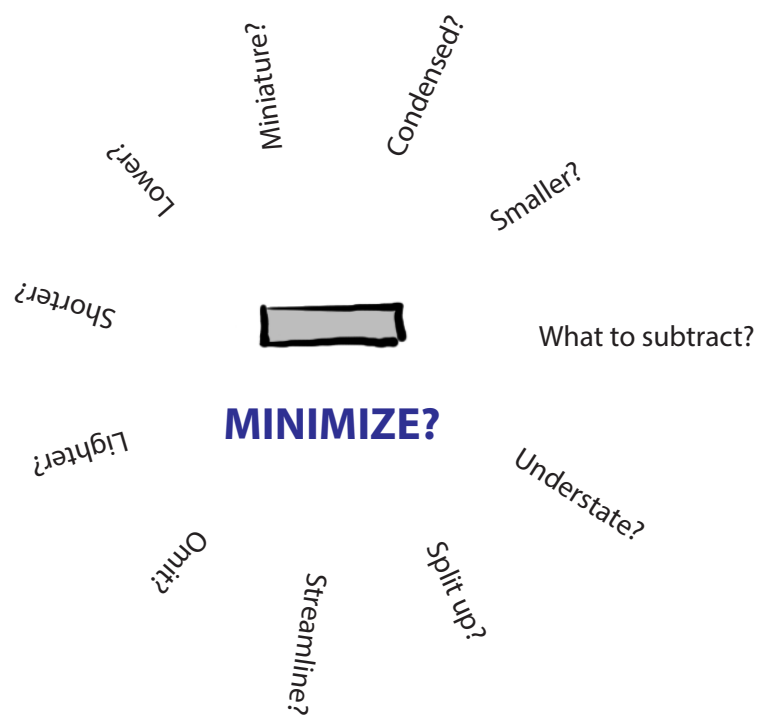


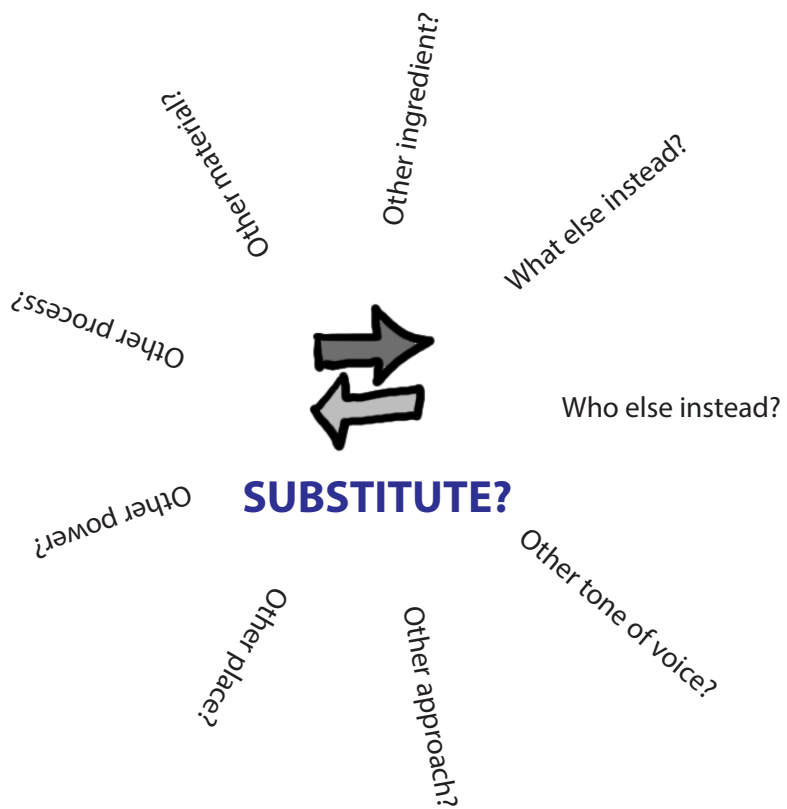


## MAGNIFY?

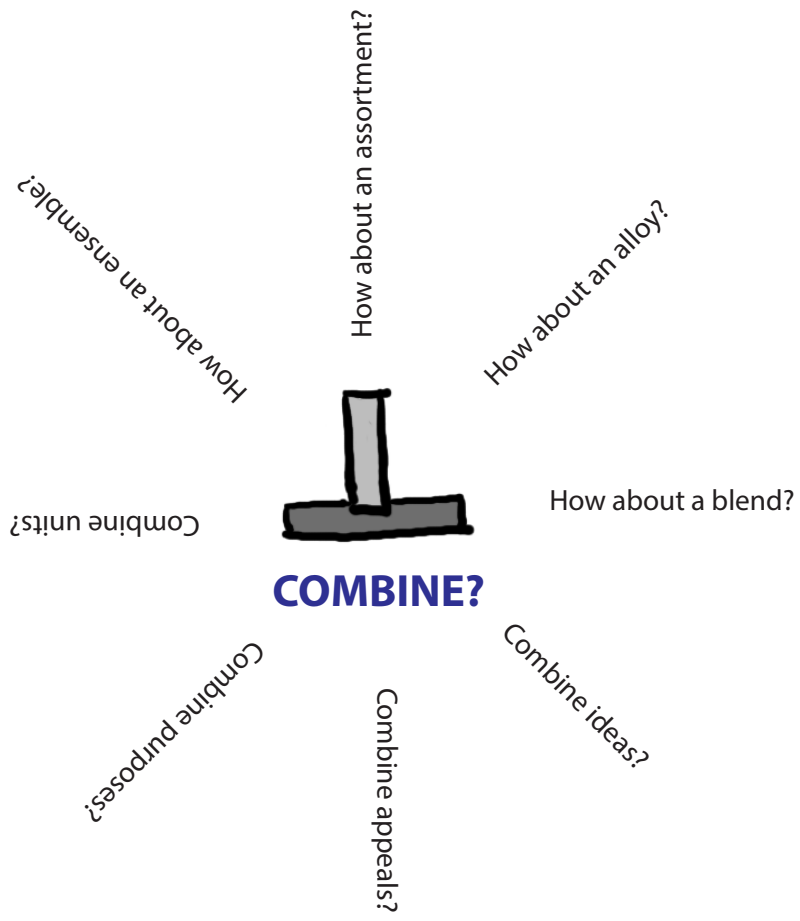
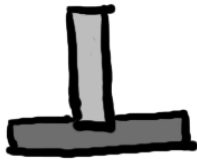
- Higher?
- Stronger?
- Greater frequency?
- More time?
- What to add?
- Exaggerate?
- Multiply?
- Duplicate?
- Plus ingredients?
- Extra values?
- Thicker?
- Longer?







# COMBINE?





## REARRANGE?

- Other layout?
- Other pattern?
- Interchange components?
- Change schedule?
- Change pace?
- Transpose cause and effect?
- Other sequence?





## REVERSE?

- Turn it backward?
- How about opposites?
- Transpose positive and negative?
- Turn other cheek?
- Turn tables?
- Change shoes?
- Reverse roles?
- Turn it upside down?



Does the past offer parallels?

What other idea does this suggest?



What else is like this?

**ADAPT?**

What could I copy?

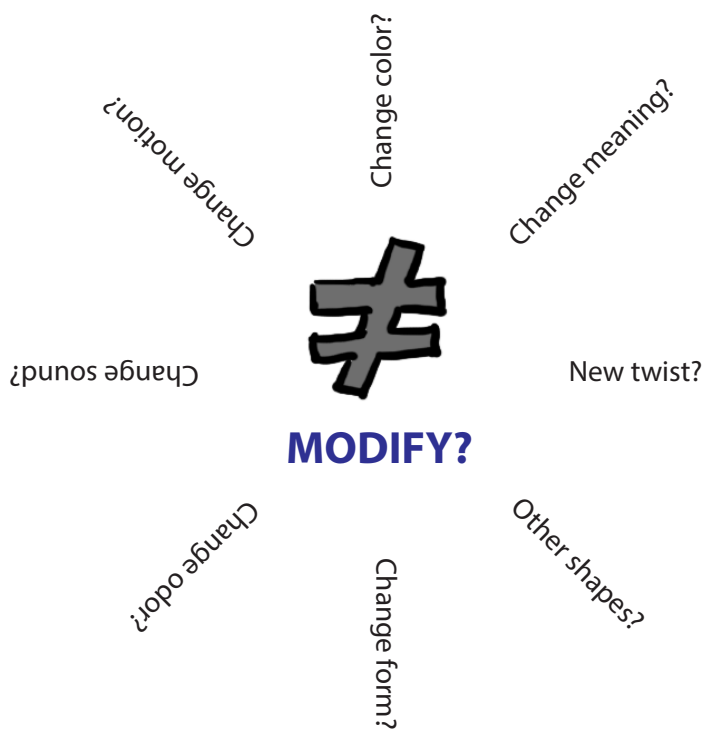
Whom could I emulate?







## MODIFY?



New ways to use it?



Other uses if modified?

**PUT TO OTHER USES ?**

