



Idea Generation

How To Think About Generating Ideas for
a New Enterprise, Product, or Service.



#1 Rule is to Break the Rules



- Make Your Rules.
- Break Some Rules.
- Hard for Lawyers to Do.
- Not talking About Breaking the Law.





Wish for What You Want

- How might I...?
- What's stopping us from ...?
- In what ways could I...?
- What would happen if...?
- --

What has changed to allow us to....?

Who would need to...?

When should I....?

No limits on initial thinking.



See What's Not There

- Sift Through Threats for Hidden Possibilities (Unauthorized Practice of Law).
- Examine Sectors for Unequal Rates of change. (California vs. Pennsylvania).
- Imagine how a growing trend might affect an established norm. (pro se representation).



Ask a Bigger Question

- Are the boundaries right for the problem?
- Should we solve a bigger problem instead?
- Are we solving the right problem?
- If we succeed what will be improved?
- What will be diminished?
- Who stands to gain and who stands to lose?
- What other opportunities will be generated?
- A Problem well-framed is a problem half-solved.

