Too Much Divergent:

Analysis paralysis

No action

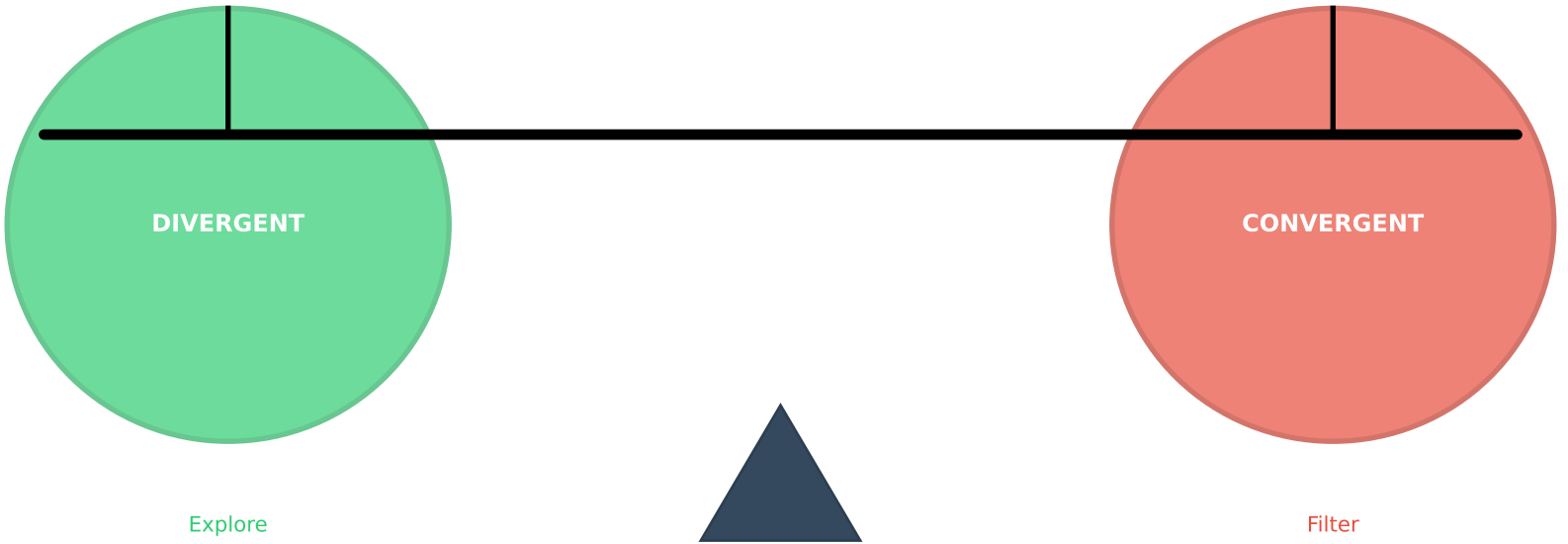
BALANCE

is the key to innovation

Too Much Convergent:

Missed opportunities

Local maxima



Explore

Generate

Expand

Create

Filter

Classify

Validate

Decide