

Inventing Options

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Before generating alternative potential solutions to a problem, it's helpful to have a sense of the 'ideal state' – what the situation would look like if people had a magic wand. This provides some direction to those coming up with new ideas.

Once ideas and alternatives are on the table, evaluating which ones are the best to implement can be a daunting task.

In this video and article, you'll first learn how to elicit descriptions of ideal states. Next, you'll find out how to use basic techniques for generating and evaluating alternative solutions to a problem. Finally, you'll learn to recognize and avoid common pitfalls that can occur while generating and evaluating alternatives.

Resources

Video: Jordan Peterson

[Solutions for Very Complex Problems](#)

Article: [18 Best Idea Generation Techniques](#)