

Generative artificial intelligence  
is here to stay.

How do we ensure generative AI  
will benefit humanity?

# Inviting exotic associations

- Start with a random prompt and ask what new ideas or associations can be created when put together with your problem or question
- A random prompt can be anything...a color, a letter of the alphabet, a fly on the wall

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# Multiplying your options

- Brainstorm without judgment
- Compare and contrast
- Exaggerate
- Mix and match

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# Building on breakthroughs

- Creativity begins with the first breakthrough or solution, but it doesn't end there
- Try being more specific
- Extend your solution to a different problem
- Exhaust all possibilities; then exhaust again

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# Reframing the problem

- Consider lateral solutions not straight-line solutions
- Think of the problem as the opportunity
- What if the problem never occurred?



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