

IDEA COLLISION CARDS

The Brainstorming Game That Forces Breakthrough Thinking

● SPARK (30) ● TWIST (30) ● AMPLIFY (20)

THE DECKS

- **SPARK** — Problems and challenges to solve. Your starting point.
- **TWIST** — Unexpected approaches that force new thinking.
- **AMPLIFY** — Questions to push your ideas further.

SOLO MODE (5-10 minutes)

1. Shuffle each deck separately
2. Draw 1 SPARK card (your challenge)
3. Draw 1 TWIST card (your approach)
4. Set a 5-minute timer
5. Write down every idea that comes from combining them
6. Optional: Draw an AMPLIFY card to develop your best idea

GROUP MODE (15-20 minutes)

1. Each person draws 1 SPARK and 1 TWIST
2. 3 minutes silent brainstorming individually
3. Share ideas round-robin
4. Vote on the most promising idea
5. Draw an AMPLIFY card as a group
6. 5 minutes to develop the winning idea together

CHALLENGE MODE (Party Game)

1. One person draws a SPARK card and reads it aloud
2. Everyone else has 2 minutes to write their best idea
3. Read ideas anonymously, group votes on winner
4. Winner draws the next SPARK card
5. First to 5 wins is the "Idea Champion"

PRINTING TIPS

- Print on cardstock (80lb+ recommended)
- Cut along the dashed lines
- Laminate for durability (optional)

◆ SPARK



Boring meetings that waste everyone's time

◆ SPARK



Customers who browse but never buy

◆ SPARK



Team members who don't communicate

◆ SPARK



A product nobody knows about

◆ SPARK



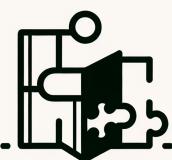
Too many ideas, no execution

◆ SPARK



Experts who can't explain things simply

◆ SPARK



People who start but never finish

◆ SPARK

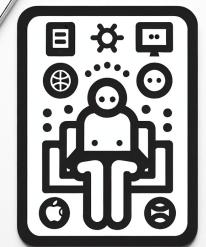


Information scattered across 10 different apps

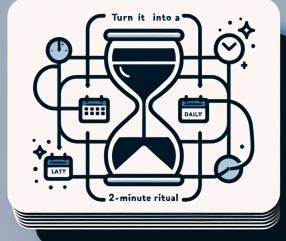
◆ SPARK

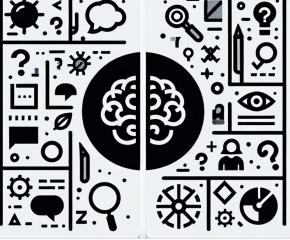
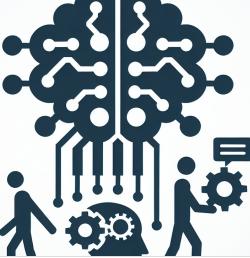
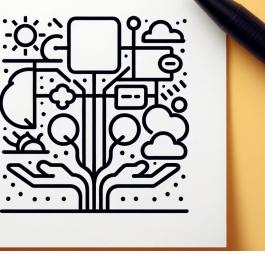


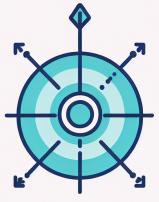
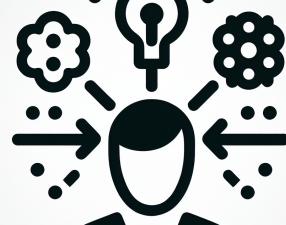
Creative block that won't go away

 <p>Habits you can't seem to build</p>	 <p>Feedback that hurts but you need to hear</p>	 <p>A skill you want but can't find time to learn</p>
 <p>Decisions that paralyze you</p>	 <p>Money that disappears without a trace</p>	 <p>Relationships that feel one-sided</p>
 <p>Health goals that keep slipping</p>	 <p>Create Message that is isn't getting through.</p>	 <p>Too much screen time, not enough living</p>

	 PERFECTIONIST KILLS PROGRESS	
Fear of putting yourself out there	Perfectionism that kills progress	A community that doesn't engage
 TALENT		 BY 2pm
Talent that's going unnoticed	Work that feels meaningless	Energy that drains by 2pm
	 Promises you keep breaking to yourself.	
Clutter — physical or mental	Promises you keep breaking to yourself	Competition that seems unbeatable

		
Knowledge stuck in your head, not shared	Waiting for the "right moment"	Success that feels hollow
		
What if a 10-year-old had to solve this?	Make it a game with points and levels	What would the opposite solution look like?
		
Solve it using only things from nature	What if you had unlimited money but only 1 hour?	Turn it into a daily 2-minute ritual

<p>↗ TWIST</p>  <p>What if it had to be silent — no words?</p>	<p>↗ TWIST</p>  <p>Make it social — requires 2+ people</p>	<p>↗ TWIST</p>  <p>What if AI did 90% of the work?</p>
<p>↗ TWIST</p>  <p>Solve it with music or rhythm</p>	<p>↗ TWIST</p>  <p>What if failure was impossible?</p>	<p>↗ TWIST</p>  <p>Make it physical — use your hands or body</p>
<p>↗ TWIST</p>  <p>What would a comedian do with this?</p>	<p>↗ TWIST</p>  <p>Solve it by removing things, not adding</p>	<p>↗ TWIST</p>  <p>What if it had to fit on a single Post-it?</p>

<p>↗ TWIST</p>  <p>"Turning a weakness into the main feature"</p>	<p>↗ TWIST</p>  <p>What if strangers had to help each other?</p>	<p>↗ TWIST</p>  <p>Make it happen while walking</p>
<p>↗ TWIST</p>  <p>What if you charged 10x more?</p>	<p>↗ TWIST</p>  <p>Solve it using only questions, no answers</p>	<p>↗ TWIST</p>  <p>What would your hero do?</p>
<p>↗ TWIST</p>  <p>Make it work offline — no technology</p>	<p>↗ TWIST</p>  <p>What if it had to be done in public?</p>	<p>↗ TWIST</p>  <p>Combine it with food or cooking</p>

↗ TWIST



What if you could only use it once?

↗ TWIST



Make it competitive — there's a winner

↗ TWIST



What would ancient wisdom say?

↗ TWIST



Solve it through storytelling

↗ TWIST



What if it had to be beautiful first?

↗ TWIST



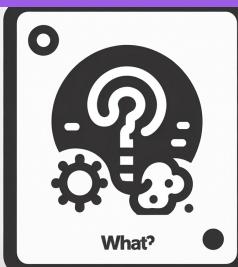
Make it reversible — easy to undo

↗ AMPLIFY



How could this help 1 million people?

↗ AMPLIFY

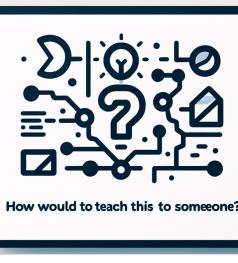
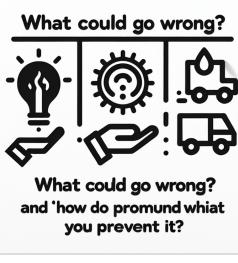
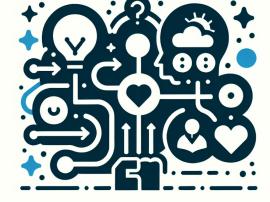


What would the premium version cost?

↗ AMPLIFY



Who else has this exact problem?

 <p>AMPLIFY</p>	 <p>AMPLIFY</p> <p>How would you teach this to someone?</p>	 <p>AMPLIFY</p>
<p>What's the 30-second pitch?</p>	<p>How would you teach this to someone?</p>	<p>What's the smallest first step?</p>
 <p>AMPLIFY</p>	 <p>AMPLIFY</p> <p>What could go wrong? What could go wrong? and how do you prevent it?</p>	 <p>AMPLIFY</p>
<p>Who would pay for this TODAY?</p>	<p>What could go wrong? How prevent it?</p>	<p>How do you measure success?</p>
 <p>AMPLIFY</p>	 <p>AMPLIFY</p>	 <p>AMPLIFY</p> <p>EMOTIONAL HOOK</p>
<p>What would make people share this?</p>	<p>How could this become a habit?</p>	<p>What's the emotional hook?</p>

