

This brainstorming method aims to use paradoxes, usually defined as a statement that contradicts itself, to help address your challenge statement. They'll really get your mental gears spinning. Make sure you're ready for it!

Steps:

1. State your challenge (use the "In what ways can I..." format)
 2. List your assumptions / presuppositions (aim for 3 to 5)
 3. Write down the opposite of your assumptions (you may need to reword both here)
 4. Combine your assumptions with their opposites to make a concise paradox (this is a tough one)
 5. Study the paradox - let it marinate
 6. Apply the paradoxes to your challenge and write your observances (aim for at least 3 each)
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Example:

1. In what ways can I mow my lawn more effectively?
2. Assumptions:
 - a. It has to be mowed before the neighbors complain
 - b. I have to use a lawn-mowing machine
 - c. The grass has to be physically cut
 - d. I can't mow because the grass clumps when it's wet
 - e. I have to clean up the clippings
3. Opposites:
 - a. Neighbors appreciate the growing lawn
 - b. Lawn-mowers must not be used
 - c. The lawn shall not be physically cut
 - d. Mowing has to be done when its wet
 - e. Clippings should not be cleaned up
4. Paradoxes:
 - a. Appreciative Complaints
 - b. Mowerless Mowing
 - c. No Touch Cutting
 - d. Clumpless Wet Mowing
 - e. Cleanfree Clippings

5. Marination:
 - a. Appreciative Complaints
 - i. Work on a neighborhood lawn scoring / award / contest program?
 - ii. Friendly reminder mailer cards sent by individuals
 - iii. Yard work assistance program for those in need in the neighborhood
 - b. Mowerless Mowing
 - i. Laser systems setup to zap a horizontal slice of grass at a set time
 - ii. Mower robot attachment for vacuuming robots
 - iii. Controlled animal / bug maintenance of yard
 - c. No Touch Cutting
 - i. Genetic modification of grass seed to limit growth to 3" in height
 - ii. Synthetic grass replacement yard
 - iii. Safe chemical application that limits growth and weeds
 - d. Clumpless Wet Mowing
 - i. Design blade or "wet-mode" setting to separate / minimize wet clumping
 - ii. Have "wet mowing" bag-chute attachment that pools mushy clipping mess
 - iii. Super-heat / blow-dry clippings on cutting to minimize dampness
 - e. Cleanfree Clippings
 - i. Clippings are consumed to power the mower / fed right into the power source
 - ii. Attachment collects and compacts clippings into nice grass-cube
 - iii. Clippings are injected back into the yard / deep earth aeration while mowing