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)

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