

This brainstorming method presents a fun and natural (har har!) way to take some drilled-down base characteristics of your issue, challenge, or problem and combines them into an idea-filled meal of possibilities.

Steps:

1. Write your main issue, challenge, or problem in the tree's center box.
2. Fill in the 1st level branch boxes with the 3 most important factors or components of your issue.
3. Fill in the 2 factors that matter most to each of the boxes in Step 2.
4. Fill in the 2 FRUITS that mean the most to each of the sub-branches in Step 3.
5. Do the same process for the roots, but consider focusing on 'underlying' or unobvious factors, components, or characteristics.
6. The boxes at the end of the roots path are your ROOTS.
7. Pick 3 FRUITS from the branch sections and write them in the 'Fruit' box.
8. Pick 2 ROOTS from the root sections and write them in the 'Root' box.
9. Combine the FRUITS and ROOTS in as many ways as you like.
10. Write your observances on any especially tasty idea meals.

Example:

I picked "my true interests (or passions)" for my center box. I drilled through to pick these **fruits**: (1) Ah-ha's, (2) Brainstorming, and (3) Books. I also dug down deep and picked these **roots**: (1) Enhancing and (2) Discovery.

This led me to the following ideas combination meals:

- Discovering ah-ha's through brainstorming
- Enhancing discovery through books
- Writing books about ah-ha's discovery
- Discovery (of self) by enhancing "ah-ha" ideas
- Enhancing brainstorming techniques with books
- Brainstorming ways to enhance books
- Sharing ah-ha's on self-discovery
- Studying ad-ha's for enhancing brainstorming methods

