

**CHECK-LIST  
d'OSBORN**

**PUT TO OTHER USES ?**

- New ways to use as is ?
- Other uses if modified ?

**COMBINE**

- How about a blend, an alloy, an assortment, an ensemble ?
- Combine units ?
- Combine purposes? Combine appeals ?
- Combine ideas ?

**REVERSE**

- Transpose positive and negative ?
- How about opposites ?
- Turn it backward ?
- Turn it upside down ?
- Reverse roles ?
- Change shoes ?
- Turn tables ?
- Turn other cheek ?

**REARRANGE**

- Interchange components ?
- Other pattern ?
- Other layout ?
- Other sequence ?
- Transpose cause and effect ?
- Change pace ?
- Change schedule ?

**SUBSTITUTE**

- Who else instead ?
- What else instead ?
- Other ingredient ?
- Other material ?
- Other process ?
- Other power ?
- Other place ?
- Other approach ?
- Other tone of voice ?

**ADAPT ?**

- What else is like this ?
- What other idea does this suggest ?
- Does the past offer parallel ?
- What could I copy ?
- Whom could I emulate ?

**MODIFY ?**

- New twist ?
- Change
  - meaning ?
  - color ?
  - motion ?
  - sound ?
  - odor ?
  - form - shape ?

**Other shapes ?**

**MAGNIFY ?**

- What to add ?
- More time ?
- Greater frequency ? Stronger ?
- Higher ?
- Longer ?
- Thicker ?
- Extra Value ?
- Plus ingredient ?
- Duplicate ?
- Multiply ?
- Exaggerate ?

**MINIFY ?**

- What to subtract ?
- Smaller ?
- Condensed ?
- Miniature ?
- Lower ?
- Shorter ?
- Lighter ?
- Omit ?
- Streamline ?
- Split up ?
- Understate ?