

## Osborn's Checklist

|                  |   |
|------------------|---|
| 1. Reuse?        | <b>Is there any way of reusing what you don't need anymore?</b> |
|                  | Can rejected and useless items be used for something else?      |
|                  | Can we think of new way to use goods and materials?             |
|                  | Can somebody's personality and ability be used somewhere else?  |
| 2. Borrowing?    | <b>Can a similar item be used for something else?</b>           |
|                  | Are there any other things that look alike?                     |
|                  | Are they any imitations?  |
| 3. Change?       | <b>Can we change anything?</b>                                  |
|                  | Can we change the color?  |
|                  | Can we change the shape?  |
|                  | Can we change the sound?  |
| 4. Enlargement?  | <b>Can we enlarge it?</b>                                       |
|                  | Can we make it bigger?  |
|                  | Can we make it longer?  |
|                  | Can we make it stronger?  |
|                  | Can we make it thicker?   |
| 5. Reduction?    | <b>Can we reduce it?</b>  |
|                  | Can we make it smaller?   |
|                  | Can we separate it?   |
|                  | Can we make it smaller?   |
|                  | Can we compress it?   |
|                  | Can we make it lighter?   |
| 6. Substitution? | <b>Can we substitute something?</b>                             |
|                  | Can another person be substituted?                              |
|                  | Can other things and materials be used instead?                 |
|                  | Can the work process, power, and place be substituted?          |
| 7. Replacement?  | <b>Can we rearrange it?</b>                                     |
|                  | Can we rearrange the elements?                                  |
|                  | Can we rearrange it into some other form?                       |
|                  | Can we rearrange to another layout?                             |
|                  | Can we rearrange the order?                                     |
| 8. Reverse?      | <b>Can we reverse it?</b>                                       |
|                  | Can we change plus to minus?                                    |
|                  | Can we reverse the roles?                                       |
|                  | Can we reverse it up/down? Left or right?                       |
| 9. Synthesize?   | <b>Can we combine anything?</b>                                 |
|                  | Can we mix?   |
|                  | Can we combine each unit?                                       |
|                  | Can we combine ideas?   |
|                  | Can we combine elements?  |