

PROBLEM

BAD OPTIONS

WOULD WORK
EXCEPT...

AGAINST GOD
AND NATURE

THE POSSIBILITY MATRIX

QUICK REFERENCE

Problem: Write the problem you need to solve. Be sure it's open-ended, not binary.

Bad options: Write them out just to get them out of your head.

Against God and nature: Get crazy here. But only write things that are immoral or against the laws of physics. (Eg. murder or teleportation)

Would work except... This is your best opportunity for innovation. Write down ideas that would only work if an external variable changed. Then brainstorm how to change that external variable. (You might need another Possibility Matrix for the external variable.)

Want to get full context for this tool and see how hidden options might be everywhere? Pick up a copy of [*The Hidden Option*](#) on Amazon.com.