

Conditions for Think Wrong Success

When completing your checklist, stack the cards in favor of your success.

Your Quick & Dirty Checklist

- Frame your challenge.
- Invite the mix of minds you want in the room (your content experts, functional experts, lateral thinkers, makers, and so on).
- Identify where you will think wrong.
- Select—or invent—the drills you will use.
- Engage your Wrong Thinkers in a high swarm of idea generation, making, and ranking.
- Generate a portfolio of potential solutions—avoid trying to come up with *the* solution.
- Have an action plan for the emerging solutions and small bets you will generate.

Framing Your Think Wrong Challenge

Use this outline to get started on framing your challenge.

How might we:

(what you want to accomplish),

For:

(whom your impact will matter most to),

In a way that:

(describe the approach, mindset, or values you want to apply),

So that:

(the big impact you want to create).