

# Connect the problem with something completely

# unrelated to create a new idea.

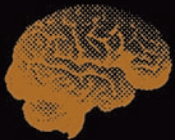


*"No problem is solved from the same consciousness that created it."*  
—Albert Einstein

History is filled with stories of people connecting random things to invent new ideas. Gutenberg combined movable type with an olive oil press and created his revolutionary printing press. At an auto parts plant, thinking about cooking vegetables generated a way to save \$40,000 *a week* in broken equipment.

When you're looking for new ideas and get stuck, look at some random objects or pictures (like this postcard). Force a connection between it and the problem. See what ideas you spark. With practice you can create innovative connections based on *anything* and your environment can spark millions of ideas! Look at the objects around you, or pictures, or food, or look out a window. Ask yourself this magic question: "When you look at this (object or picture), what ideas come to mind?" We can't wait to find out!

**Force Connections**



Training people to innovate for growth  
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*"It is better to fail in originality  
than to succeed in imitation."*  
—Herman Melville



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