



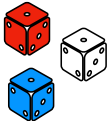
Matrix Mixing

Need Ideas for...

RULES

1. Defer Judgement
2. Quantity Breeds Quality

Step 1: Choose three categories related or unrelated to your challenge and fill in the columns with six items that fall within each category.



Step 2: Randomly select one number from each column & force associate to create ideas.



Step 3: Capture favorite ideas on Yellow Cards.

Categories	RED	WHITE	BLUE	Thinking / Mind Mapping Space
1				
2				
3				
4				
5				
6				