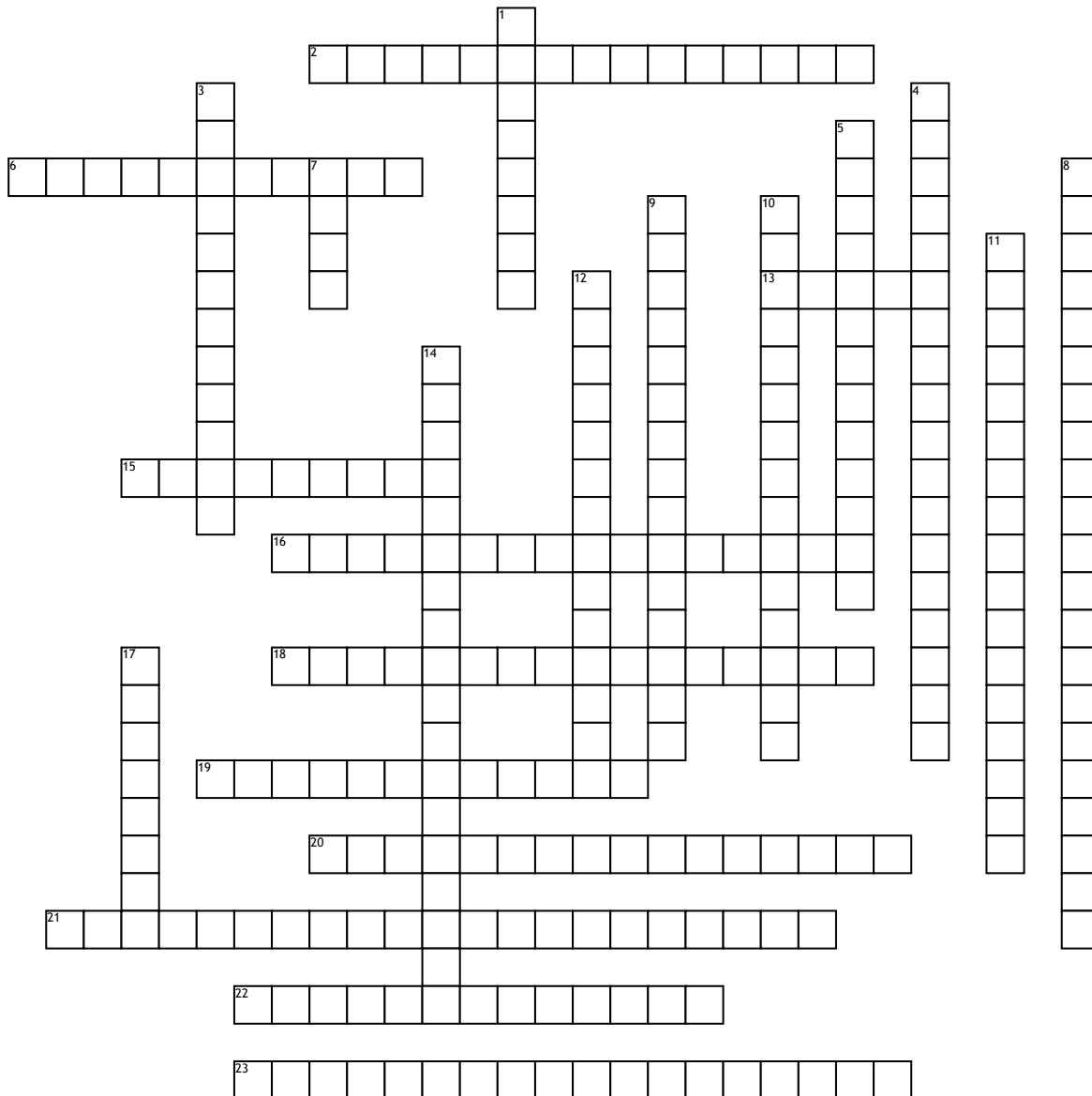


# Unleash Your Oh Zone!



## Across

2. A creative-thinking technique that involves connecting two items or ideas that seem completely unrelated to find new practical combinations and products
6. A form of brainstorming that organizes ideas and information graphically, using shapes, pictures, and words; a creative-thinking technique that involves the generation of ideas by associations
13. The general direction in which people or events are moving
15. A creative-thinking technique that involves making connections through the use of forced relations
16. A creative-thinking method that involves listing the characteristics or attributes of something and then finding ways to improve these attributes
18. A mental process involving the development of unique ideas, approaches, and solutions
19. A brainstorming technique that involves developing random sketches and doodles and then relating the drawings to an issue or problem
20. The stages through which goods and services move from the time they are introduced on the market until they are taken off the market

21. A creative-thinking method to generate ideas by focusing on the details of a situation; involves combining some or all of a product's attributes in different ways to create new things

22. A creative-thinking technique involving the identification of as many different ideas as possible during a certain time frame; can be done by one person but is used most often in a group setting

23. A process used to solve problems and generate ideas in logical, analytical, organized ways

## Down

1. The process of generating and developing new ideas
3. A brainstorming technique that involves using a star-shaped diagram to ask and answer basic questions about an issue or situation
4. A synectics creative-thinking technique involving forcing random words into associations or connections with a given issue or idea
5. A synectics creative-thinking method involving the use of metaphors and similes to create connections where none currently exists
7. A formulated thought resulting from a representation of a concept within the mind

8. Goods and/or services that are used together (e.g. skirts and blouses, ski boots and skis, software and computers)

9. A creative-thinking technique that involves reacting to random words or pictures to generate a flow of ideas; each idea is used to trigger others; the process is repeated until connections are made with a given issue or situation

10. A process used to solve problems and generate ideas in purposely illogical ways

11. A creative-thinking technique using basic questions starters to develop original questions to ask (and answer) about an issue or idea; these question starters include who, what, why, where, when, how, did, will, might, would, could, should, etc.

12. The conscious or unconscious process of thought formulation

14. Goods and/or services that can be used in place of others; items that satisfy the same needs/wants

17. A figure of speech in which one idea, concept, or entity is compared to or used in place of another