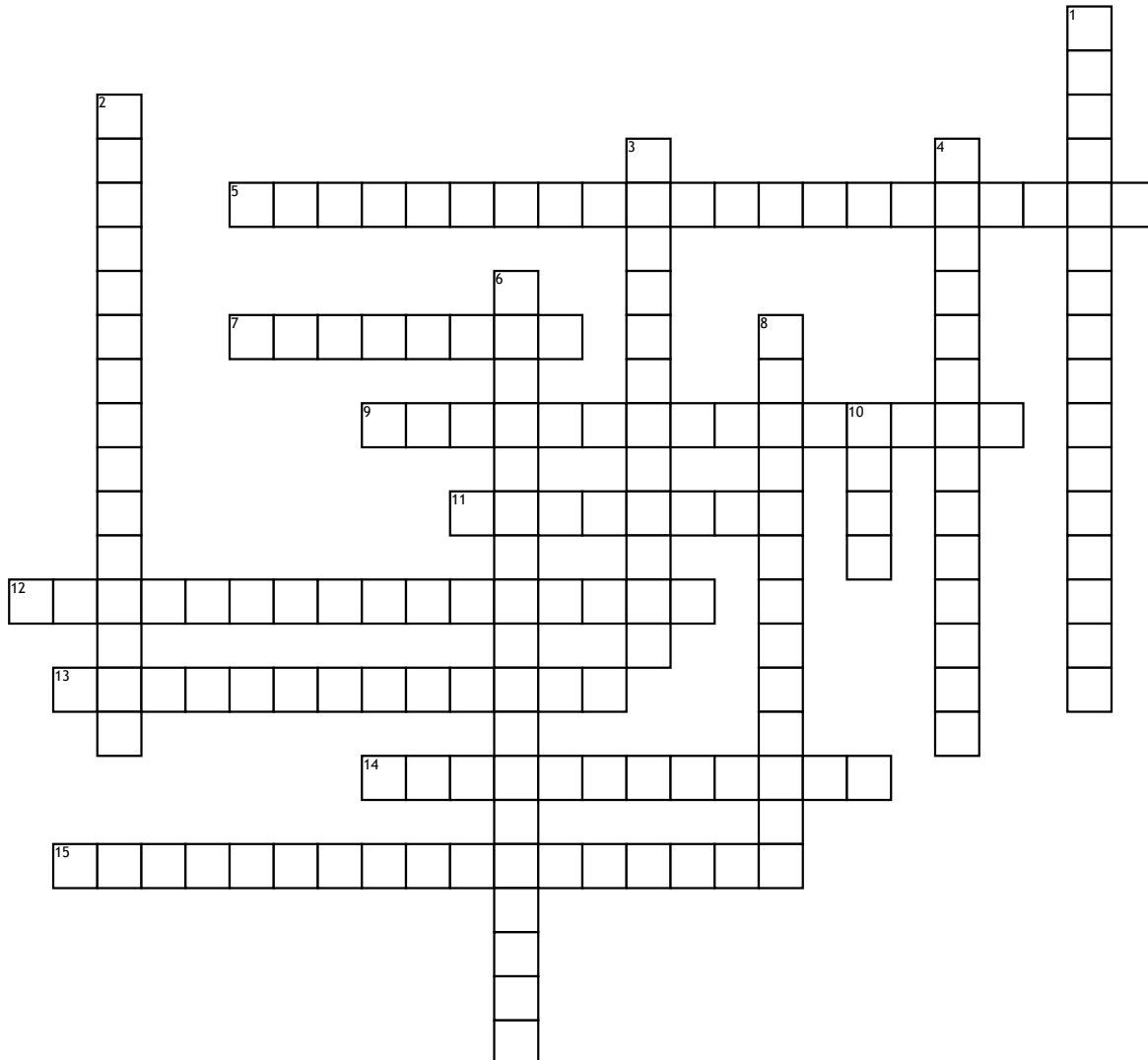


# Unleash Your Oh Zone



## Across

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

7. The process of generating and developing new ideas

9. A creative-thinking technique that involves connecting two items or ideas that seem completely unrelated to find new practical combinations and products

11. The process of generating and developing new ideas

12. A creative-thinking method that involves listing the characteristics or attributes of something and then finding ways to improve these attributes

13. A synectics creative-thinking method involving the use of metaphors and similes to create connections where none currently exists

14. A brainstorming technique that involves developing random sketches and doodles and then relating the drawings to an issue or problem

15. 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.

## Down

1. A mental process involving the development of unique ideas, approaches, and solutions

2. 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

3. A brainstorming technique that involves using a star-shaped diagram to ask and answer basic questions about an issue or situation

4. The conscious or unconscious process of thought formulation

6. A synectics creative-thinking technique involving forcing random words into associations or connections with a given issue or idea

8. 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

10. A formulated thought resulting from a representation of a concept within the mind