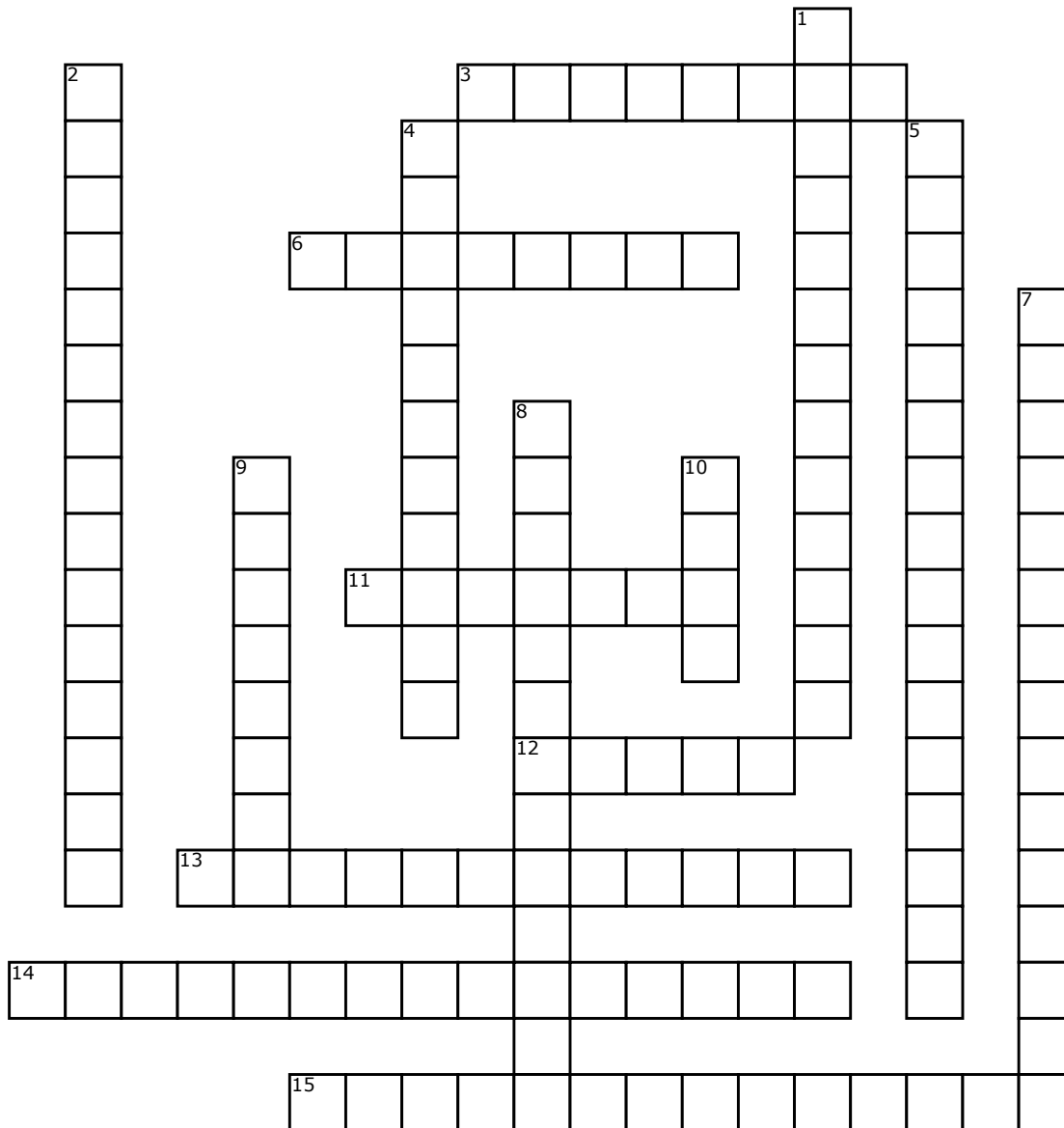


Unleash your Oh Zone!



Across

- 3.** The process of generating and developing new ideas
- 6.** A creative-thinking technique that involves making connections through the use of forced relations
- 11.** a comparison made using the words like or as
- 12.** The general direction in which people or events are moving
- 13.** A brainstorming technique that involves developing random sketches and doodles and then relating the drawings to an issue or problem
- 14.** A process used to solve problems and generate ideas in purposely illogical ways

15. The conscious or unconscious process of thought formulation

Down

- 1.** A synectics creative-thinking method involving the use of metaphors and similes to create connections where none currently exists
- 2.** A process used to solve problems and generate ideas in purposely illogical ways
- 4.** A form of brainstorming that organizes ideas and information graphically, using shapes, pictures, and words

5. The stages through which goods and services move from the time they are introduced on the market until they are taken off the market

7. A creative-thinking technique that involves reacting to random words or pictures to generate a flow of ideas

8. A creative-thinking technique involving the identification of as many different ideas as possible during a certain time frame

9. a comparison made NOT using words like like or as

10. Formulated concept resulting from a thought in the mind