1. Compare two obviously dissimilar things or concepts.
2. Write down your ideas.
3. Circulate around the room. Share your idea with someone and collect an idea from him or her.
4. Go to a different person and repeat the process. Give an idea and get an idea.
5. You may not collect more than one idea from any one person.
6. If you find a person who has the same idea that you have, come up with at least one new idea together.
7. You have 90 seconds to collect 6 new ideas.
8. Have fun. Be creative. Be respectful of others ideas.