



Creative Block Busting[©]
Ignition Spark

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An Idea is not an ordinary thought. It is a prescription for action. An Idea changes people, places and situations. At the heart of each idea is an active verb.

One simple and very quick way to generate an idea is to use active verbs and apply the 5W+1H formula.

5W

Who

What

When

Where

Why

1H

How

How to generate
instant ideas using
Ignition Spark

Let us assume that you already have a sharply defined problem. You are looking for ideas. You don't have too much time.

Look through this handy booklet and pick up any verb. Use it in a sentence using 5W+1H.

“Why not adapt ...”

“What if I browse....”

“How about consulting....”

“Who can I enlist...”

“Where else can we save....”

“When can we team-up ...”

As you browse through the list of verbs they might trigger off new ideas in your mind. Capture them.

To get maximum benefit from
Ignition Spark

1. Keep it handy with you even during travel.
2. Generate ideas rapidly. Don't agonise. Speed is of the essence. A Spark is instantaneous.
3. Generate a minimum of 10 alternative ideas every time. (There are 1000 verbs listed in IDEA SPARK)
4. Add new verbs that may not be in the list. Use the blank

note pages provided for this purpose.

5. Once you get used to the principle you can randomly pick up active verbs from anywhere. The News Paper. Dictionary. An Advertisement. A management report. Operating instructions manual for your computer. Any book. You just have to look around you. Listen to conversations.
6. As you get more used to using IDEA SPARK you might go beyond 5W+1H. Try "Suppose...", "Imagine...", "I wish...", and so on.

7. Play games with it. Use it for brainstorming with colleagues at work. Try it with your children at home.

May the sparks fly!

Abolish

Abort

Accelerate

Accept

Act

Adapt

Add

Adjust

Advance

Advocate

Aid

Aim

Align

Allocate

Allow

Alter

Amend

Answer

Apply

Appoint

Approach

Arouse

Arrange

Arrive

Ask

Assess

Assist

Assume

Attract

Authorize

Automate

Avoid

Banish

Barricade

Barter

Begin

Bend

Bid

Bind

Blend

Block

Blow

Bond

Bounce

Boycott

Brand

Break

Break the record

Breathe

Bring

Browse

Build

Buy

Calculate

Call

Campaign

Capture

Carry

Carve

Cascade

Catch

Categorize

Challenge

Change

Channelise

Charge

Chart

Check

Cheer

Choose

Choreograph

Circle

Circulate

Clarify

Classify

Clean

Clear up

Climb

Clip

Clone

Close

Coach

Collaborate

Collapse

Collate

Combine

Commit

Communicate

Compare

Compel

Compete

Compile

Compose

Compress

Conceal

Conceive

Concentrate

Condense

Conduct

Confer

Confine

Confirm

Connect

Conquer

Consider

Consolidate

Consult

Contest

Contrast

Convert

Cool down

Cooperate

Copy

Cordon off

Correlate

Correspond

Counterattack

Cover

Create

Cry

Crystallize

Cull

Curtail

Customise

Cut

Daydream

Deactivate

Decentralise

Declare

Decrease

Defend

Defer

Define

Defy

Delay

Delegate authority

Delete

Deliberate

Deliver

Demonstrate

Demystify

Deny

Design

Destabilize

Develop

Dial

Dictate

Differentiate

Dilute

Diminish

Discard

Discipline

Discontinue

Discourage

Discover

Discriminate

Disguise

Disinfect

Dismiss

Dispose of

Disqualify

Dissect

Dissolve

Distil

Distribute

Divide

Do

Double

Doubt

Draft

Dramatise

Draw

Dream

Dress

Drink

Drive

Drop

Dump

Dye

Earn

Eat

Eavesdrop

Edit

Educate

Elect

Electrify

Elevate

Eliminate

Embark

Embellish

Emigrate

Employ

Empower

Empty

Energise

Enforce

Enjoy

Enlarge

Enlist

Enumerate

Enter

Entice

Equalise

Erase

Escalate

Establish

Estimate

Etch

Evaluate

Exaggerate

Examine

Exasperate

Excavate

Excel

Exchange

Excite

Exercise

Exit

Expand

Expedite

Experiment

Explain

Extract

Extrapolate

Extricate

Fake

Falsify

Fantasise

Fasten

Favour

Feel

Feign

Ferment

Field-test

Fight

Fill

Film

Filter

Finance

Find

Finish

Fit

Fix

Flee

Flex

Flip

Float

Fly

Focus

Follow

Fool

Force

Foresee

Forge

Forget

Fortify

Frame

Freeze

Fuse

Gamble

Gather

Generate

Get

Give

Go

Gossip

Grab

Grant

Grapple

Greet

Guard

Guess

Guide

Harden

Hasten

Have

Hedge

Help

Hide

Hire

Hit

Hoard

Honour

Hunt

Identify

Ignite

Ignore

Imagine

Imitate

Implant

Improve

Incorporate

Increase

Incubate

Inflate

Influence

Inform

Innovate

Insert

Insinuate

Inspect

Instruct

Introduce

Invent

Invest

Investigate

Invite

Joke

Juggle

Jumble

Jump

Keep

Kill

Kiss

Laugh

Lead

Leak

Learn

Let

Liberate

Light

Lighten

Limit

Liquidate

List

Listen

Live

Locate

Look

Loot

Lose

Love

Lower

Magnify

Make

Manipulate

March

Mark

Match

Maximise

Measure

Mediate

Meditate

Meet

Meet your match

Melt

Memorize

Mend

Merge

Mesmerize

Migrate

Minimise

Mirror

Misquote

Mix

Modify

Moisturize

Move

Multiply

Name

Navigate

Negotiate

Neutralize

Observe

Obtain

Offer

Omit

Open

Oppose

Orchestrate

Order

Organize

Outwit

Overact

Oxidize

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Paint

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Pause

Pay

Peep

Penetrate

Personalise

Persuade

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Pinpoint

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Plagiarize

Plan

Plant

Play

Pluck

Postpone

Pounce

Pour

Practise

Praise

Precipitate

Prefer

Prepay

Preserve

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Pretend

Prevail

Preview

Price

Print

Prioritise

Probe

Procrastinate

Produce

Prolong

Promise

Promote

Propagate

Prove

Pull

Purge

Purify

Pursue

Push

Put

Quantify

Question

Quit

Quote

Raise

Rank

Rate

Reach

Read

Reappoint

Rearrange

Reason

Reassess

Recall

Receive

Recharge

Reconnect

Recognise

Recuperate

Recycle

Reduce

Refer

Reframe

Refuse

Regenerate

Regroup

Rehabilitate

Reinforce

Reinvent

Reject

Rejuvenate

Relax

Relay

Relieve

Relocate

Relook

Remain

Remake

Remember

Remix

Remove

Renegotiate

Renew

Renounce

Renovate

Rent

Reopen

Reorganize

Repeat

Replicate

Represent

Reproduce

Reschedule

Rescue

Reserve

Resign

Retaliate

Retreat

Reuse

Reverse

Review

Revise

Revisit

Revive

Reward

Rework

Rewrite

Rinse

Ripen

Rise

Roam

Rotate

Run

Rush

Sabotage

Sack

Sacrifice

Sample

Save

Scan

Scramble

Scream

Scrutinize

Search

Seduce

See

Seize

Select

Sell

Send

Separate

Set

Settle

Shadow

Shake

Shift

Shoot

Shorten

Shout

Shrink

Shuffle

Shut

Sieze

Signal

Simplify

Sing

Sink in

Skip

Slap

Sleep

Slow

Smell

Smile

Smoothen

Smuggle

Snoop

Soak

Socialize

Solve

Soothe

Sort

Speak

Specialise

Speed

Spell

Spin

Spoil

Spread

Spy

Squeeze

Stand

Standardise

Start

Startle

Stay

Steer

Stick

Stifle

Stimulate

Stitch

Stop

Store

Stretch

Strike

Study

Stuff

Substantiate

Substitute

Subtract

Summarize

Supervise

Support

Surprise

Surrender

Survey

Suspend

Swap

Synchronize

Synthesize

Tail

Take

Talk

Tame

Teach

Team

Think

Throw

Tickle

Time

Toss

Touch

Train

Translate

Transmit

Travel

Trust

Tune

Turn

Type

Unblock

Undercut

Underestimate

Underline

Understand

Unite

Unlearn

Unpack

Unplug

Unscrew

Untie

Unwrap

Unzip

Update

Use

Vaccinate

Vanish

Ventilate

Veto

Violate

Visit

Visualise

Volunteer

Vote

Wait

Wake

Warn

Wash

Watch

Wear

Weave

Whisper

Whitewash

Win

Widen

Wipe

Wish

Work

Write

Yell

Zap

Notes

Notes

Written and published by

R. Sridhar, Partner

IDEAS-RS,

Mumbai 400 071, India

T: 91-22-2520 9313

M: +91 98201 83752

E-mail: vijisri@vsnl.com



Website: [www. ideasrs.com](http://www.ideasrs.com) E-mail: vijisri@vsnl.com

Tel: 91-22-2520 9313 Fax: 91-22-2520 4891