IP BEST PRACTICES

Absurd. Suspend. Reverse.

A best practice shared by Irene Koelemeijer.

Generated on 22 November 2026

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Creative Thinking consciously breaks open existing thinking and approach patterns, activating an alternative route away from automatic reflexes that block new possibilities.

Key steps

Battle Absurd: small groups generate the most absurd ideas possible around a case. Idea lists are swapped, and each group turns one chosen absurd idea into a realistic concept, shared in plenary.

Assumption Suspend: the group identifies which assumptions in a case are treated as givens. One assumption is temporarily removed, and alternatives are explored in breakout; the new option is captured.

Reverse Reality: a desired outcome is approached from the opposite situation. The group gathers what would create the unwanted opposite, recognizes what is present in practice and flips it in subgroups. Guiding question: If not, then what? Outcomes are fed back to the group.

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