

Thinking in Reverse

Bob 'Idea Man' Hooey

When setting your goals, Steven Covey suggests that we should “**begin with the end in mind.**” Wouldn't solving 'this' problem be a worthy goal?

Focus on the end result or desired result. Take your time and define it carefully. Ask probing, insightful questions that eventually lead you carefully, step by step, back to the current state of affairs or situation. In business it can be called reverse engineering, but it works every time.

Define your ideal solution or desired outcome. Be as accurate as you can. Keep asking yourself, “**If this is the case, what would have to happen to get this result?**” and use that as your next reverse step.

Usually, you will find the path within 10 to 12 steps.

Try it, you might just enjoy it!

1. _____ Ideal solution or outcome
2. _____ next step (backward)
3. _____ next step (backward)
4. _____ next step (backward)
5. _____ next step (backward)
6. _____ next step (backward)
7. _____ present situation

Working backwards can give you fresh insights.

“Creativity is thinking up new things. Innovation is doing new things.” Theodore Levitt

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Bob 'Idea Man' Hooey, DTM, PRA, CKD-Emeritus, Accredited Speaker, 2011 Spirit of CAPS recipient is an inspirational leader, speaker, and a prolific author whose works include **'Legacy of Leadership'**, **'Why Didn't I THINK of That'**, **'Speaking for Success'** and **'The Courage to Lead!'** His articles have been featured in a multitude of North American trade and global consumer publications. He is a respected leader who has been honored by CAPS, NSA, Toastmasters, and the United Nations for his leadership contributions. His creative Ideas At Work have allowed him to travel the globe sharing insights, encouragement in 61 countries, so far. With Covid-19 he has been zooming around the globe to share his ideas. His **innovative Ideas At Work!** have been successfully applied by global leaders as well as Canada's 50 Best Managed Companies.