I W W M W - - - (In What Ways Might We----)
HOM: Creativity (DoL 5)

Purpose: To generate creative solutions to a problem.

One of the best times to use IWWMW is when teams or groups (of adults or students) are trying to come up with some creative ways to solve a problem.

An example for teachers is IWWMW--help our students be more responsible for their own learning?

A student example would be with a unit on ecology--IWWMW reduce the amount of garbage disposed of at our school?

A list of many possible suggestions will result which may then be assessed according to designated criteria.

Steps:
- **Brainstorm** as described in 4 S Brainstorming. Allow brainstorming to occur for a designated length of time (several minutes).

- Stop the brainstorming. Ask the groups/teams to count the total number of ideas and share that number with the total group.

- Engage the participants in **Cross Pollination**. This occurs by asking each group/team to share one idea out loud to the total group. The goal is to stimulate additional ideas by building off of the shared ideas.

- Resume the brainstorming, for a specific period of time (several more minutes). Encourage the teams to generate as many ideas as they can.

- Stop the brainstorming. Engage the participants in **Thinking In Reverse**. The leader/teacher restates the charge “in reverse”--In What Ways Might We--make the situation the worst possible (or cause the most undesired result to occur). For our examples, thinking in reverse would be, IWWMW cause our students to be totally irresponsible for their own learning? and IWWMW greatly increase the amount of garbage at our school? Resume the brainstorming by thinking in reverse. Have the recorders list these ideas separately from the other positive ideas.

Reference: Richard Villa, Consultant on Inclusion.