

Analogy Worksheet

Analogies help people build ideas based on how the essence of the challenge gets solved. Here's how it works: Refer to the challenge statement and look for the essence of the problem. (Hint: it is often found in the action word of the challenge.)

Generate a list of analogies for the essence and choose one that seems aligned. Make a list of solutions that reflect the analogy and use that list to generate ideas for your challenge.

For example:

- Challenge statement: *How to attract more donors?*
- Essence of the challenge: *Attracting*
- Analogies: *magnets, gravity, new friends, animals seeking mates*
- Generate ideas from the analogy

Challenge Statement: _____

Essence/Action Word: _____

Potential Analogies: _____

<i>Chosen Analogy</i>	<i>Related Ideas for the Challenge</i>