

Idea Title _____

Description _____

WHITE HAT

What objective facts do we have or know?

What information do we need?

How do we get this information?

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RED HAT

What are your gut feelings about this idea?

What are your likes and dislikes?

What are your fears and concerns?

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BLACK HAT

What are the downsides and risks?

What are the weaknesses of this idea?

What might go wrong?

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YELLOW HAT

What are the strengths of this idea?

Why would this idea work?

What are the benefits to this idea?

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GREEN HAT

What could come of this idea?

What are some alternative ideas?

What would make this idea even better?
