WHAT IF _____ WERE _____?

One of the most powerful and useful ways to generate a lot of ideas quickly is to use the phrase "What if _____ were _____?"

This simple phrase could be utilized to generate ideas related to various components of a driving question. For example, imagine that students are investigating a driving question that has a budget or a dollar amount associated with it. They could complete the phrase "What if _____ were _____?" any of the following ways:

• What if the budget was doubled?
• What if the budget was cut in half?
• What if there was no money?
• What if there was an infinite amount of money?
• What if the price of the product/service was tripled?

Going through each of these possibilities should generate different ideas for students to consider.