

# INVERSION WORKSHEET

**Purpose:** Solve problems by flipping them (e.g., "How can I fail at this?").

1. What's your goal?

2. What are all the ways you could fail at achieving this?

3. How can you prevent those failures?

Desired outcomes?

What would cause failure?



# HOW TO USE (PRO TIPS)

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## **Ask: "How Can I Fail?" Instead of "How Can I Succeed?"**

- If your goal is getting fit, list ways to fail: "Eat junk, avoid exercise, ignore sleep."
- Now, do the opposite to succeed.

## **Use for Problem-Solving in Business & Life:**

- Sales Strategy: Instead of "How do I sell more?" ask, "How do I lose customers?" (e.g., bad service, slow response).
- Productivity: Instead of "How do I focus?" ask, "How do I destroy focus?" (e.g., notifications, multitasking). Remove distractions.

## **Use "Elimination Thinking" to Improve Performance:**

- Instead of adding solutions, remove problems.
- Example: Instead of "What can I do to be healthier?" ask, "What am I doing that's unhealthy?"

## **Think in Worst-Case Scenarios & Stress-Test Your Plan:**

- If launching a project, ask: "What could go horribly wrong?"
- Use that list to prevent failure.

## **Combine with 80/20 Rule:**

- Instead of finding the top 20% that works, identify the bottom 20% that ruins progress—and eliminate it.

## **Pro Tip:**

- Use inversion to challenge assumptions. Instead of asking, "How do I succeed?" ask, "How do I guarantee failure?"
  - Sometimes, removing the bad is more powerful than adding the good.
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# QUESTIONS TO REFLECT ON

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## **Flipping Assumptions:**

- What would a plan look like if you set out to guarantee failure rather than success? Which critical elements become glaringly obvious as you reverse-engineer the worst-case scenario?
- How do your current assumptions about success blind you to potential risks, and how might inversion reveal hidden vulnerabilities?

## **Designing for Failure:**

- Imagine you deliberately designed your strategy to fail—what would you do differently, and how could that inform a more robust, resilient approach?
- What “anti-best practices” emerge when you ask, “How can I ensure this project fails?” and how can those insights be used to safeguard against those pitfalls?

## **Uncovering Radical Insights:**

- How might thinking in reverse help you identify opportunities that a standard, forward-thinking approach would miss?
  - Reflect on a past decision—what if you had inverted your thinking? What alternative strategies might have emerged, and how could they have improved the outcome?
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