

GBB: How To Make Bad Things Good and Good Things Even Better!

- G = GOOD.** The **good** things about an idea – why you like it.
- B = BAD.** The **bad** things about an idea – why you don't like it.
- B = BETTER.** What could be much **better** about an idea – how you can evolve the idea or add more value to it.

SKILL (read aloud)

Everyone agrees that we should all be more broad-minded, more tolerant, more thoughtful, considerate, and more creative. Why don't people THINK? How often have you heard that question? It is easy to say to someone, “*Why don't you be more broad-minded?*” But it is not so easy to actually do it. This is because it is impossible to focus attention on general attitudes like the ones mentioned above. They sound great as slogans and battle cries but have proved to be of little value as operating tools which can actually be practised and used. However, a **GBB** is specific software for your brain. It is possible to ask someone “*Do a **GBB** on this suggestion*” and the person then takes pride in the skill of being able to deliberately see the **Good**, **Bad** and **Better** points in the situation.

Instead of just saying that you like an idea, or you don't like it, you can use a **GBB**. When you use a **GBB**, you give the **good** points, the **bad** points, and also the points which are neither good nor bad but are much **better**. You can use a **GBB** to go beyond critical thinking as a way of managing ideas, suggestions, and proposals. You can ask someone else to do a **GBB**, or you can be asked to do one yourself.

REVIEW (read aloud & elaborate with an example)

1. Without a **GBB** you may not be able to appreciate a good idea that seems bad to you at first sight.
2. Without a **GBB** you may fail to see the disadvantages of an idea that you like very much.
3. The **GBB** can reveal that ideas are not only good or bad but can also lead to much better ideas.
4. Without a **GBB** most judgments are based not on the value of the idea but on your emotions at the time.
5. With a **GBB** you decide whether or not you like the idea after you have thought about it instead of before.
6. The **GBB** is simple but powerful brain software and the more you use it the more skilled at using it you become.

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