

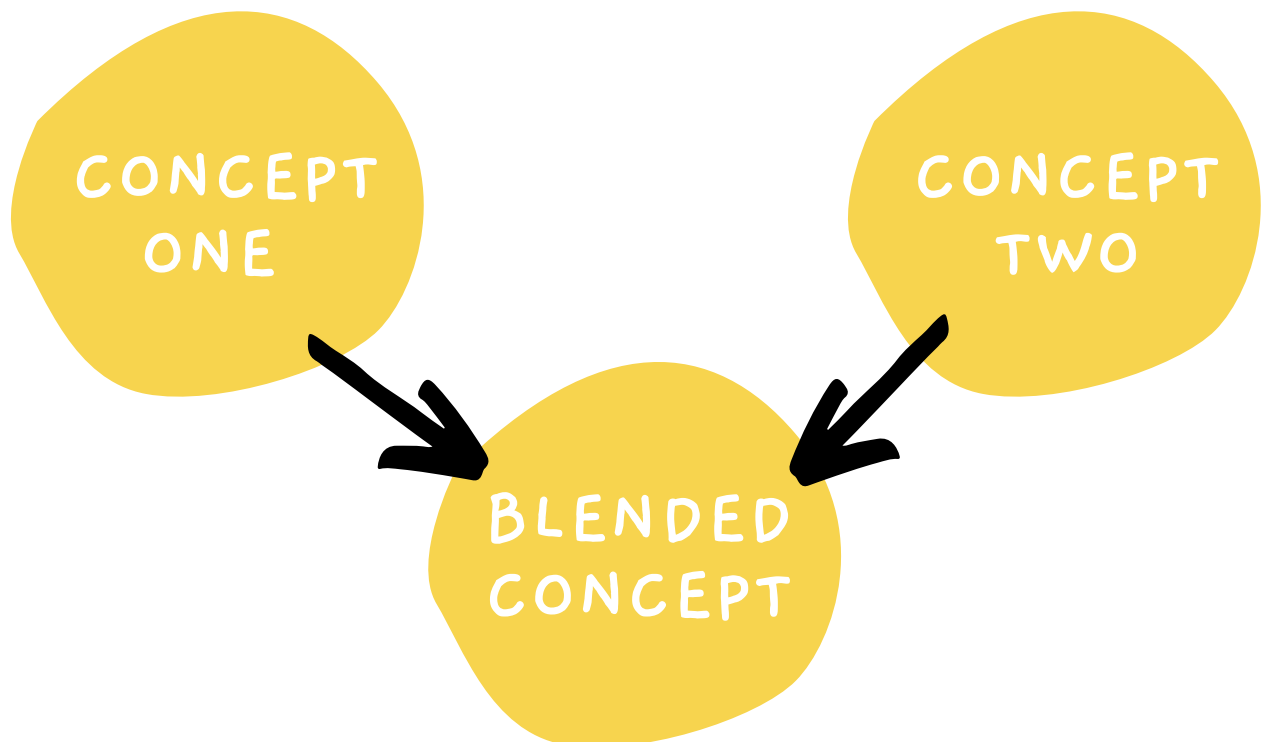
# CONCEPT BLENDING

Creativity can occur when two different concepts or two elements are blended together. The outcome of blending these 2 concepts is a brand-new idea. This idea can be a product, service, or business idea.

## CONCEPT BLENDING PROCESS

1. Identify two opposing or dissimilar concepts.
2. List the elements of Concept A.
3. List the elements of Concept B.
4. Combine a single or multiple elements from Concepts A and B to form a merged concept C.
5. Use the diagrams to spur discussion on new ideas generated through the merger.

## CONCEPT BLENDING DIAGRAM



## CONCEPT BLENDING EXAMPLE

