

I want to  
generate new ideas  
by  
thinking  
differently



## FAST IDEA GENERATOR

INSPIRED BY  
Nesta (2013) Fast Idea Generator

LEVEL OF INVOLVEMENT



FAIRLY SIMPLE, SELF ADMINISTERED TOOL  
needs relatively less time

# What is it & why should I do it?

This tool allows a team to generate ideas by looking at a problem or opportunity from a range of perspectives. This helps to not only come up with new ideas for potential solutions, but also to strengthen a current proposition of offering, as it challenges it from different approaches. Comprised of 7 approaches, or challenges, you can choose the ones that seem most applicable to take the topic at hand further, thus using the tool as a stimulating start to a discussion.

The **Fast Idea Generator** helps to frame ideas, problems or opportunities in relation to different scenarios. It stretches the thinking around a concept in different directions, providing a stimulating discussion that will further strengthen the concept. To use the tool effectively, the starting point (problem, opportunity, concept idea or existing proposition) should be clearly laid out.

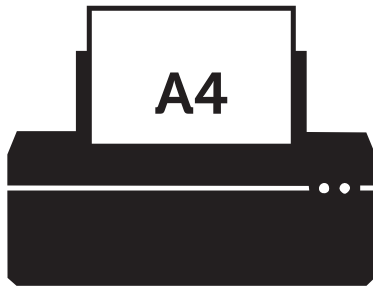
## ? HOW TO USE IT

**Step 1** is to start from an existing concept, problem or opportunity and then apply the 7 challenges suggested in the worksheet. These are simple steps to help come up with alternatives that bend, break and stretch the 'normal rules' in such a way that you can generate many surprising ideas in a short period of time.

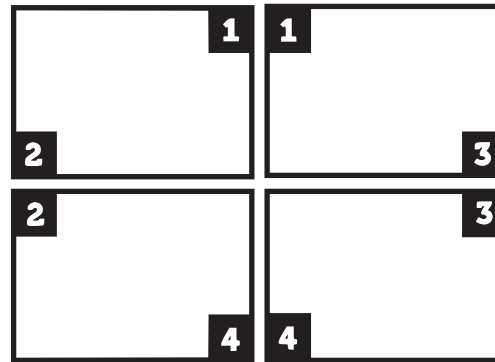
**Step 2** is then to review the ideas and select the best ones to further flesh them out into workable innovations.

THE APPROACH		→	THE NORMAL RULE	→	BENDING, BREAKING & STRETCHING THE RULE
∧	Inversion		Turn common practice upside down	→	
∫	Integration		Integrate the offer with other offers	→	
x	Extension		Extend the offer	→	
∂	Differentiation		Segment the offer	→	
+	Addition		Add a new element	→	
-	Subtraction		Take something away	→	
t	Translation		Translate a practice associated with another field	→	
g	Grafting		Graft on an element of practice from another field	→	
∞	Exaggeration		Push something to its most extreme expression	→	

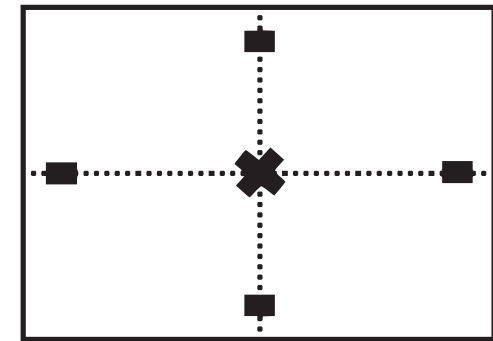
## DOWNLOAD AND ASSEMBLE THE WORKSHEET IN DIFFERENT SIZES



1 Download the PDF file and print it in a normal A4 printer.



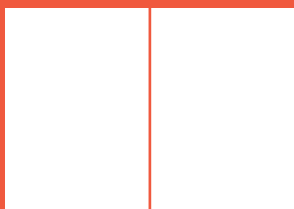
2 Align the worksheet prints according to the numbered boxes along the edge of the sheets.



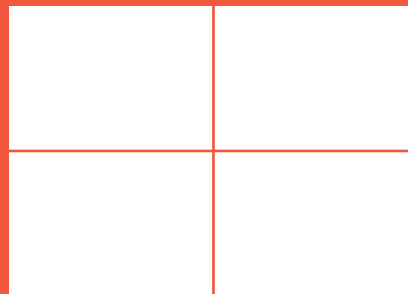
3 Join the aligned prints with cello tape or tacks and get started!

## SIZE AND ORIENTATION GUIDE

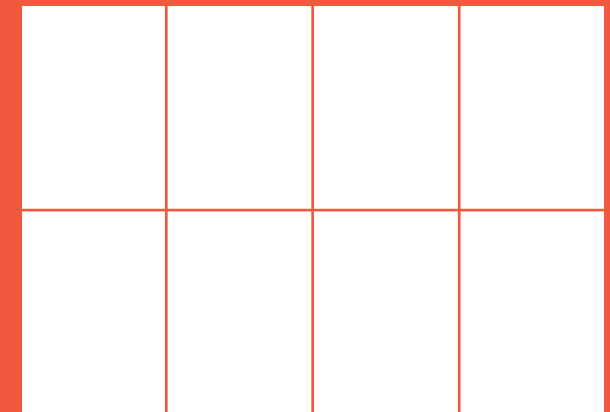
A3



A2



A1



I want to generate new ideas  
by *thinking differently*

## THE APPROACH



**Inversion**

Turn common p



**Integration**

Integrate the o



**Extension**

Extend the offe



Segment the o



**THE NORMAL RULE**

practice upside down

Doctors treat patients

ffer with other offers

People access a range of services in different loc

ffer

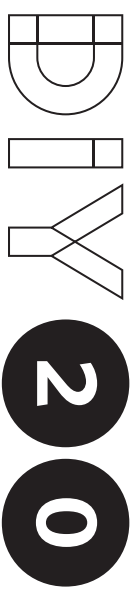
Schools provide learning opportunities to children

ffer

There is a 'one size fits all' approach







# FAST IDEA GENERATOR

---

## ASKING & THE RULE

Doctors?

Services had one point of access?

Used sport and recreation and community learning provision out of hours?

Analysed and differently segmented?



**Differentiation**

Remove a new element



**Addition**

Add a new element



**Subtraction**

Take something away



**Translation**

Translate a phrase into another field



**Grafting**

Graft on an element from another field



**Exaggeration**

Push something to an extreme expression



ment

↓

g away

↓

practice associated with

↓

ment of practice from

↓

g to its most extreme

↓

ment

↓

Schools support children and young people to learn in a designated space

Supermarkets deliver groceries

Prisons are critical to an effective criminal justice system

Hospitals and airports are different kinds of operational spaces

Teaching and coaching are separate practices.

Schools support children and young people to learn in a designated space

...

...

...

What if supermarkets deliv  
homes?

...system

What if you had to close th

...ations

What if airport managemen

...

What if coaching were intr

...rn, but only within designated times and in a

What if students could acc

covered groceries and also provided hot meals to older people in their

three prisons?

What practices were applied to hospitals?

How was education introduced as part of secondary school education?

How was access to learning, anytime and anywhere they chose?