

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.

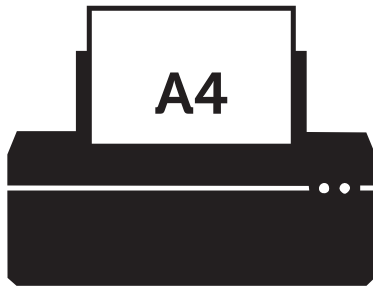
## ? HOW TO USE IT

**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.

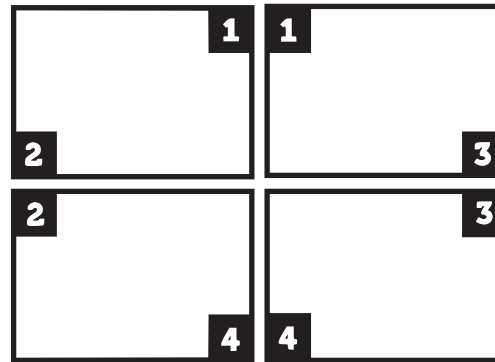
**Step 2** is then to review the ideas and select the best ones to further flesh them out into workable innovations.

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	→	

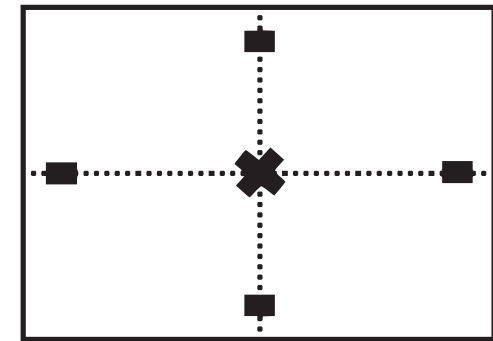
## DOWNLOAD AND ASSEMBLE THE WORKSHEET IN DIFFERENT SIZES



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



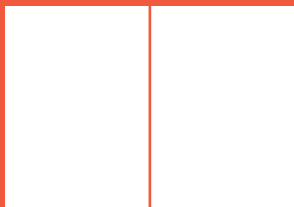
2 Align the worksheet prints according to the numbered boxes along the edge of the sheets.



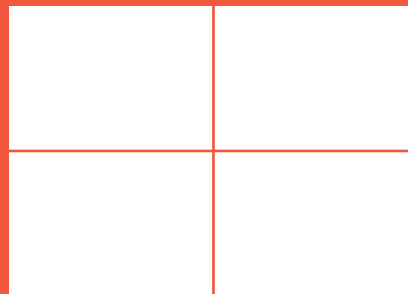
3 Join the aligned prints with cello tape or tacks and get started!

## SIZE AND ORIENTATION GUIDE

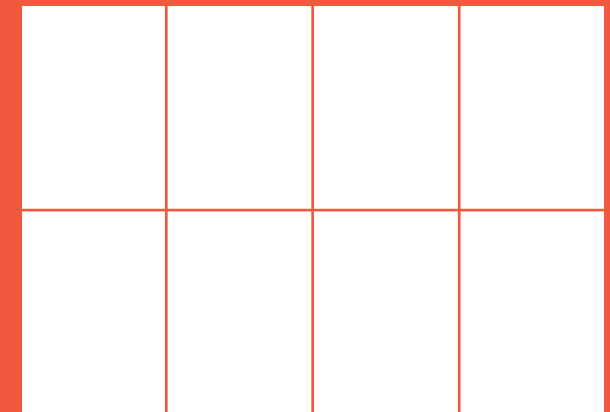
A3



A2



A1



I want to generate new ideas  
by thinking differently



# FAST IDEA GENERATOR

## BENDING, BREAKING & STRETCHING THE RULE

What if patients became doctors?

What if different local services had one point of access?

What if schools also offered sport and recreation and community learning provision out of hours?

What if a service was personalised and differently segmented?

What if supermarkets delivered groceries and also provided hot meals to older people in their homes?

What if you had to close three prisons?

What if airport management practices were applied to hospitals?

What if coaching were introduced as part of secondary school education?

What if students could access learning, anytime and anywhere they chose?

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

ations

system

n and young people during the day

ations