

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	→	

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THE APPROACH		THE NORMAL RULE	BENDING, BREAKING & STRETCHING THE RULE
 Inversion	Turn common practice upside down	Doctors treat patients	What if patients became doctors?
 Integration	Integrate the offer with other offers	People access a range of services in different locations	What if different local services had one point of access?
 Extension	Extend the offer	Schools provide learning opportunities to children and young people during the day	What if schools also offered sport and recreation and community learning provision out of hours?
 Differentiation	Segment the offer	There is a 'one size fits all' approach	What if a service was personalised and differently segmented?
 Addition	Add a new element	Supermarkets deliver groceries	What if supermarkets delivered groceries and also provided hot meals to older people in their homes?
 Subtraction	Take something away	Prisons are critical to an effective criminal justice system	What if you had to close three prisons?
 Translation	Translate a practice associated with another field	Hospitals and airports are different kinds of operations	What if airport management practices were applied to hospitals?
 Grafting	Graft on an element of practice from another field	Teaching and coaching are separate practices.	What if coaching were introduced as part of secondary school education?
 Exaggeration	Push something to its most extreme expression	Schools support children and young people to learn, but only within designated times and in a designated space	What if students could access learning, anytime and anywhere they chose?