I want to generate new ideas
by thinking differently

FAST IDEA GENERATOR

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?