

Tools for taking action

Tool #1 How Might We ...

By framing your challenge as a How Might We question, you'll set yourself up for an innovative solution.

1. Define HMW
2. Take a look at the HMW and ask your team if it allows for a variety of solutions. If it doesn't, broaden it.
3. Make sure that the HMW isn't too broad either. It's a tricky process but a good HMW should give you both a narrow enough frame to let you know where to start your brainstorm, but also enough breadth to give you room to explore wild ideas.

Tool #2 Brainwriting - A tool for rapid brainstorming

The optimum application of the technique would require 6 participants. However sessions may be carried out also in teams of 4, 5 or 7.

1. Distribute an A4 paper to each participant.
2. Everyone writes silently 3 ideas in 5 minutes in a complete and concise sentence (6-10 words).
3. At the end of 5 minutes (or when everyone has finished writing) pass the worksheet silently to the person on your right.
4. Everyone reads the ideas and tries to improve each idea by adding something useful or adds a new idea.
5. Repeat steps 3 and 4 until everyone has improved every idea.

Tool#3 SCAMPER - A tool for improving products and services

1. Take an existing product or service. This could be one that you want to improve, one that you're currently having problems with, or one that you think could be a good starting point for future development.
2. Ask questions about the product you identified. Brainstorm as many questions and answers as you can. Example questions (feel free to modify according to your challenge):
 - a. Substitute
 - i. What materials or resources can you substitute or swap to improve the product?
 - ii. What other product or process could you use?
 - iii. What rules could you substitute?
 - iv. Can you use this product somewhere else, or as a substitute for something else?

- v. What will happen if you change your feelings or attitude toward this product?
- b. Combine
 - i. What would happen if you combined this product with another, to create something new? What if you combined purposes or objectives?
 - ii. What could you combine to maximize the uses of this product?
 - iii. How could you combine talent and resources to create a new approach to this product?
- c. Adapt
 - i. How could you adapt this product to serve another purpose or use?
 - ii. Who or what could you emulate to adapt this product?
 - iii. What other context could you put your product into?
 - iv. What other products or ideas could you use for inspiration?
- d. Modify
 - i. How could you change the shape, look, or feel of your product?
 - ii. What could you add to modify this product?
 - iii. What could you emphasize or highlight to create more value?
 - iv. What element of this product could you strengthen to create something new?
- e. Put to Another Use
 - i. Can you use this product somewhere else, perhaps in another industry?
 - ii. Who else could use this product?
 - iii. How would this product behave differently in another setting?
 - iv. Could you recycle the waste from this product to make something new?
- f. Eliminate
 - i. How could you streamline or simplify this product?
 - ii. What features, parts, or rules could you eliminate?
 - iii. What could you understate or tone down?
 - iv. How could you make it smaller, faster, lighter, or more fun?
 - v. What would happen if you took away part of this product? What would you have in its place?
- g. Reverse
 - i. What would happen if you reversed this process or sequenced things differently?
 - ii. What if you try to do the exact opposite of what you're trying to do now?
 - iii. What components could you substitute to change the order of this product?
 - iv. What roles could you reverse or swap?
 - v. How could you reorganize this product?

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