

1 SEE

Define the issue and write it down.

What does it include and exclude?

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What are the evaluation criteria?

What are the measures of success?

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Define success.

How does it look, feel and sound?

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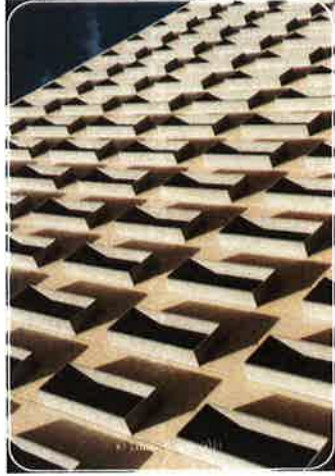
1 SEE

Rewrite the proposed idea in several different ways and look for any themes behind your words.

Start writing up the proposed idea with the words "I want..." or "How can I...?"

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1 THINK

How can you immerse yourself in the issue and gain new perspectives and insights?

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1 THINK

Look outside your own context. Can you see new possibilities in approaching the issue?

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1 THINK

Write down your hunches/intuition/feelings about the issue.

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1 THINK

Is the issue old or new?

What, if anything, can you learn from the past?

Who has already addressed the issue?

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1 DO

What are you dissatisfied about?

What do you feel you need knowledge about?

Can you come up with insights about these areas?

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What can you influence or control, and what can't you control?

Make a mind map.

What insights emerge?

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What is the context or environment that the issue fits into?

Can you identify related issues?

Look for common themes.

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What are the externally-imposed "assumptions" and values that apply?

How are these affecting your insights?

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2 SEE

How would a child see and solve the issue?

How would an adult do it?

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Use the **SCAMPER** technique.

What can you **S**ubstitute, **C**hange, **A**djust, **A**dapt, **M**inimise, **M**aximise, **P**ut to other uses, **E**xaggerate, **R**earrange, **R**everse or **R**emove?

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2 SEE

Consider the issue by focusing on your senses: sight, sound, taste, touch and smell.

What ideas do you generate?

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Imagine the issue occurs in the natural world.

What can you learn from nature?

If you were an animal or plant, how would you see the issue from that perspective?

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2 THINK

When you see an idea that won't work, ask "Why not?"

What is lacking?

What is the obstacle to its success?

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2 THINK

Take off your executive or management hat.

What can be taken less seriously?

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2 THINK

Sort the ideas into three groups: small, medium and large.

Can you attempt more than one?

Can you combine any of them?

Cluster the ideas by association. What does each remind you of?

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2 THINK

Look wider than just the ideas you are in love with.

Why are you comfortable with certain ideas and not others?

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Looking BACK from a future point in time, how are people benefiting from the idea?

Why is it successful?

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Do you have all the evaluation criteria?

Have you prioritised the ideas?

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Which ideas best address the key criteria?

Are enough criteria addressed?

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Think about egos and arrogance.

Where does ego affect assessment of the idea?

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2

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Ask "What if...?" about your ideas.

The more radical the "what if" the better.

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SEE

Ask why?

Why did/could this work?

Ask why another five times.

Where can you ask "why" to obtain a solution?

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What ideas come from outside your current frame of reference, i.e., from unrelated areas?

New out-of-the-box thinking please!

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Create metaphors for each idea, e.g., Rolls Royce, thoroughbred racing horse, loaf of bread.

What does your idea compare to?

What else could you call the idea?

Do alternative names reveal underlying themes?

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What are the existing activities or solutions in related areas that could assist in solving the issue?

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THINK

How can you simplify the ideas you have?

Themes may be streamlined into ideas.

Take out what does not add value.

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THINK

How would someone else weigh up or value the idea?

Put on an executive's shoes and consider the idea.

THINK

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THINK

Don't push it.

What part of your idea are you trying to fit in, like a square peg into a round hole?

Which ideas are being pushed?

THINK

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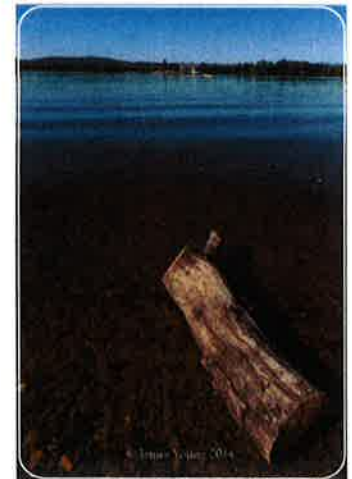
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2 DO

Take a break.

Know when it is time to stop and pause.

Some ideas need to be given time to develop.

Some may need to be put away until later.

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How can you demonstrate or pilot the ideas to achieve better understanding and better decisions?

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Suspend logic. What are your gut feelings?

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Be realistic. How could the idea fail?

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3 SEE

Who can give you the most useful feedback?

Who needs to be "sold" an idea?

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Obtain points of view from different people.

Who are you happy to share with and listen to their honest response?

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Who might oppose the idea?

What support systems have you put in place?

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Prepare and practise your 30-second pitch.

Have you covered the key points necessary to get support for the idea?

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3 THINK

Validate the idea by demonstrating or piloting it.

How can you demonstrate it quickly and as effectively as possible?

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3 THINK

Learn from your mistakes, proceed with developing or piloting the idea and see what happens.

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3 THINK

Work back from a successful idea implementation.

What do you see?

What needs to be done?

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3 THINK

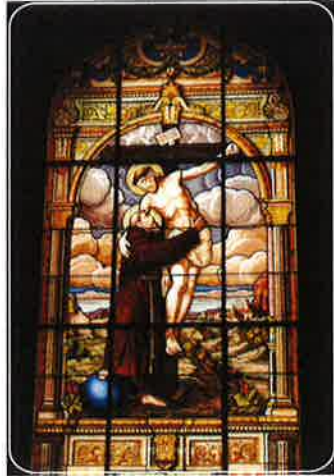
What resources will be needed to make the idea work?

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What new or surprising tactic or action can you employ to reach your objective?

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How can you make the idea more attractive?

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Do you have all the information you need?

What other information is required?

How will you get this additional information?

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Can you proceed when the solution is nearly right and not wait for perfection?

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