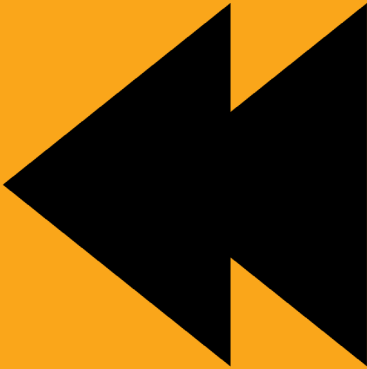


Surprise



Turn the idea into something else totally surprising!

Reverse



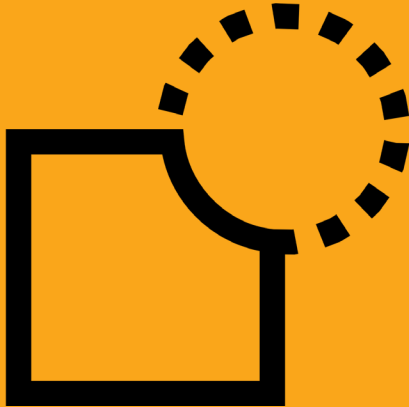
What is the opposite of this idea and how could both the idea and its opposite exist? Could they complement each other?

Streamline



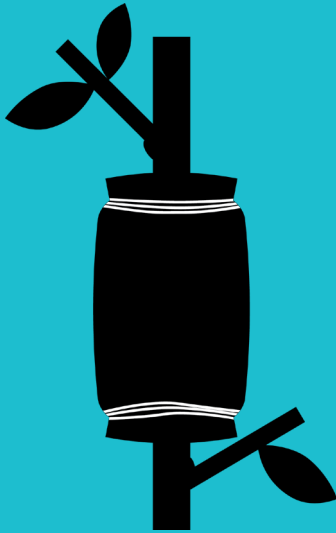
How could you make this idea smaller, easier, sharper? How can it be made more effective or more efficient?

Modify



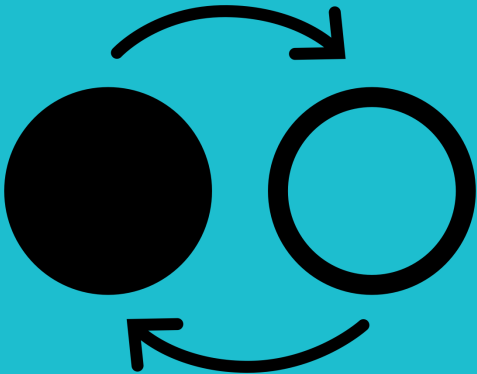
Change important parts of the idea so that it can be applied in a different context or for different outcomes - how could we modify building concierges to act in places / communities?

Graft



Graft on an element of practice or an element of a business model from another field. Grafting emotional support services on to medical services

Substitute



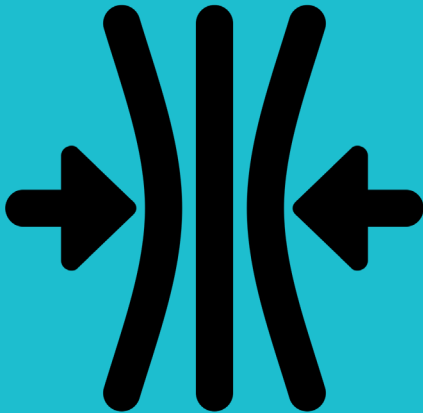
Replace one element of a service with another element from elsewhere - what if hairdressers became conduits for passing on important social service information?

Combine



Synthesising previously unrelated ideas, goods or services to create something new - what if aged care facilities were combined with child care facilities?

Adapt



Adapt and recreate an idea from an entirely different field, or an idea that already exists - what if we adapted our licenses to hold important medical records in case of an accident?

Differentiate



Segment the offer - what if rather than being 'one size fits all' , services were personalised and developed to suit your circumstances and unique needs?

Add



Add on a new element - what if supermarkets offered a home cooking service as well as grocery delivery services?

Subtract



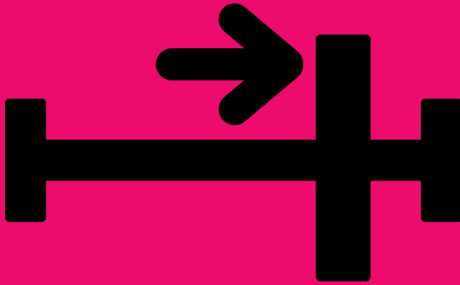
Take something away - what if we eliminated prisons from the criminal justice system?

Translate



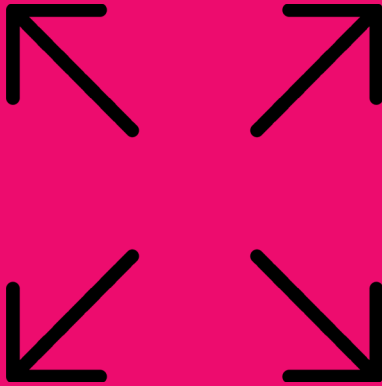
Translate a practice associated with another field - what if hospital emergency departments operated like racing car pit stops?

Extend



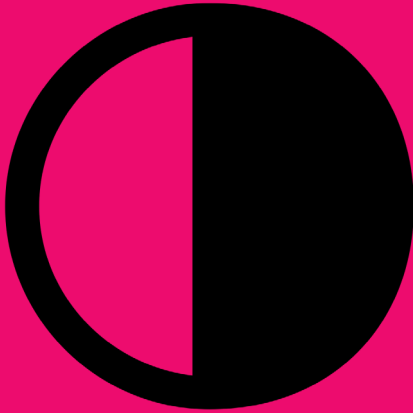
Extend the offer - what if churches became community centres and libraries when they were not being used?

Exaggerate



Push something to its most extreme expression - eg. usually people have to fit into the daily schedules of services - what if services operate on-demand?

Invert



Turn the common practice or intention of the practice upside down - eg. rather than doctors treating patients, what if patients became doctors?

Integrate



Integrate the offer with other offers or the service with other services - eg. rather than someone having access to three different services, what if there was a one-stop shop service?