

34 FAST IDEA GENERATOR OVERVIEW

	THE APPROACH	THE NORMAL RULE (EXAMPLE)	BENDING, BREAKING & STRETCHING THE RULE (EXAMPLE)
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, recreation, and community learning provision outside school hours?
Differentiation	Segment the offer	There is a “one size fits all” approach.	What if a service was personalized and broken up differently?
Addition	Add a new element	Supermarkets deliver groceries.	What if supermarkets delivered groceries and 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?