



0h 30m



SMALL GROUP

DESCRIPTION

The Fast Idea Generator helps you to frame ideas, problems, or opportunities in relation to different scenarios. It stretches the thinking around a concept in different directions, providing a stimulating discussion that will further strengthen the concept. The Fast Idea Generator is based on a method proposed by Nesta (2013).



PREPARATION

To use the tool effectively, clearly lay out your starting point (problem, opportunity, concept idea, or existing proposition).



MATERIALS

- Flip Chart
- Markers
- Figures (1 green & 1 red per person) or Colorful Sticky Dots



TOOLS

- Background Paper:
Fast Idea Generator Overview (34)

ALL PHASES



DIALOGUE & FACILITATION

STEP 1 **IN PLENUM:**

Identify the concept, problem, or opportunity you want to build ideas for.
[05 MIN]

STEP 2 **IN SMALL GROUPS:**

Apply the 9 challenges to the concept or problem. **[15 MIN]**

Inversion: Turn common practice upside down.

Integration: Integrate the offer with other offers.

Extension: Extend the offer.

Differentiation: Segment the offer.

Addition: Add a new element.

Subtraction: Take something away.

Translation: Translate a practice associated with another field.

Grafting: Graft on an element of practice from another field.

Exaggeration: Push something to its most extreme expression.

See [Fast Idea Generator Overview \(34\)](#)  for more details and examples.

STEP 3 **IN PLENUM:**

Review the ideas and select the best ones by placing sticky dots or green figures on preferred options (You can also place red dots or figures on options that don't seem viable or should be ruled out). **[10 MIN]**



FOLLOW UP

Take the best ideas and refine them by further discussing how they can be applied.

Source: DIY Toolkit / Nesta (2013) Fast Idea Generator