

## Instructions:

- 1) Print out a copy of the worksheet for every person;
- 2) Working individually, write down how different aspects of your problem or current solution are handled in a business-as-usual scenario
- 3) For each example, think about how you can bend, break or stretch that rule under the 9 different approaches. See examples in the example table below!
- 4) Once everyone has completed the 9 different approaches, share your results with the team and discuss whether there are ideas that you wish to take further in the ideation process.

### EXAMPLE TABLE

APPROACH	NORMAL RULE	BENDING, BREAKING & STREATCHING THE NORMAL RULE
<b>INVERSION</b> <i>Turn a common practice upside down</i>	Doctors treat patients	What if patients became doctors?
<b>INTEGRATION</b> <i>Integrate the offer with other offers</i>	People access a range of services in different locations	What if different local services had one point of access?
<b>EXTENSION</b> <i>Extend the offer</i>	Schools provide learning opportunities to children and young people during the day	What if schools also offered sport and recreation; and community learning after hours?
<b>DIFFERENTIATION</b> <i>Segment the offer</i>	There is a "one size fits all" approach	What if a service was personalised and differently segmented?
<b>ADDITION</b> <i>Add a new element</i>	Supermarkets deliver groceries	What if supermarkets delivered groceries but also provided hot meals to older people in their homes?
<b>SUBTRACION</b> <i>Take something away</i>	Prisons are critical to an effective criminal justice system	What if you had to close three prisons?
<b>TRANSLATON</b> <i>Translate a practice associated with another field</i>	Hospitals and airports are different kinds of operations	What if airport management practices were applied in hospitals?
<b>GRAFTING</b> <i>Graft an element of practice from another field</i>	Teaching and coaching are separate practices	What if coaching was introduced as part of secondary school education?
<b>EXAGGERATION</b> <i>Push something to its most extreme expression</i>	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?

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