Innovative Idea Generation Cheat Sheet

by Norhaizan via cheatography.com/198659/cs/42062/

1. Cross-Disciplinary Brainstorming:

Their diverse perspectives can spark unconventional ideas.

Collaborate with colleagues from different departments (e.g., marketing, design, finance).

2. Analogical Thinking:

Draw parallels between unrelated domains.

Ask: “How does this problem resemble something else I’ve encountered?”

3. SCRAMPER Technique:

Substitute: Replace a component or process with something unexpected.

Combine: Merge elements in novel ways.

Adapt: Modify existing solutions for a new context.

Modify: Alter parameters (size, shape, timing)

Put to Other Uses: Repurpose existing tools or materials.

Eliminate: Remove unnecessary steps sor components.

Reverse: Flip the problem or process

5. Provocation Technique:

Exaggerate the problem or constraints.

Ask: “What if we had unlimited resources?” or “What if gravity didn’t exist?”

4. Random Word Association:

Pick a random work and connect it to your problem.

It triggers fresh thinking.

6. Oblique Strategies Cards:

Created by Brian Eno and Peter Schmidt.

Shuffle cards with cryptic prompts.

Let randomness guide your thinking.

7. Reverse Engineering:

Disassemble a product or process.

Understand how it works and find unconventional solutions.

8. Borrow from Nature (Biomimicry):

Study natural systems (e.g., spider silk, lotus leaves).

Apply their principles to engineering challenges.

9. Constraints-Driven Creativity:

Limit resources intentionally (time, budget, materials).

Necessity breeds creativity.

10. Crowdsourcing Ideas:

Engage colleagues, online communities, or social media.

Collect diverse suggestions.

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