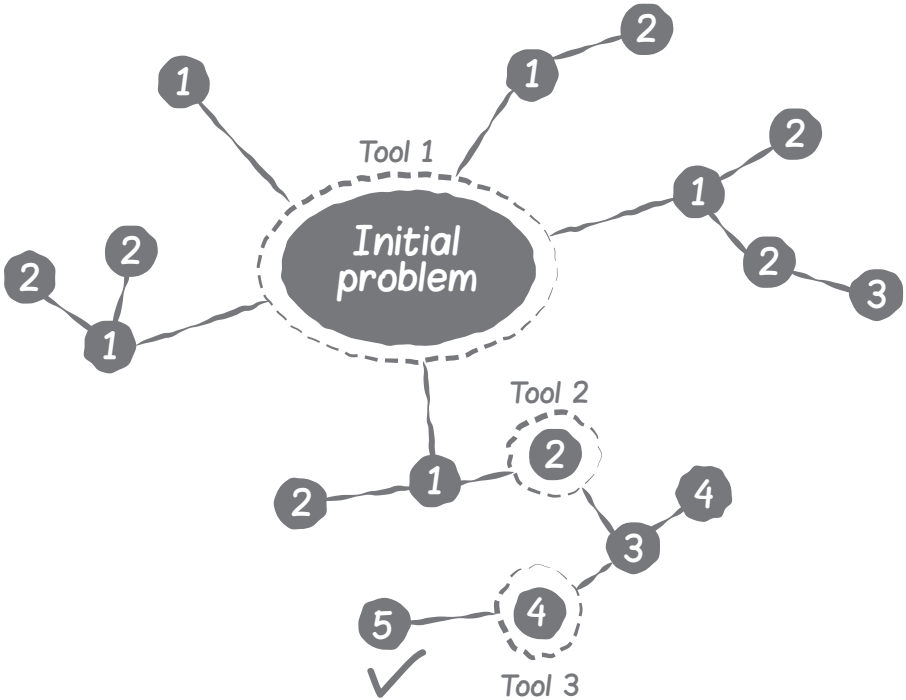


Combine and redefine

Build on your progress: here the first tool used comes up with five possible first stage solutions (1), some of which can be pushed to the second or third stage. But taking one of those second stage ideas and developing it with a second tool moves it on to a couple of stage four ideas. Using a third creative thinking tool on one of those gets us to the fifth stage (5) which in this example achieves the goal: us a workable, implementable solution to the problem.



Toolkit

1. Choose a creative thinking tool you want to use to address the problem / opportunity / innovation need
2. After you've used one tool, instead of going back to the original issue and starting again with a new tool (which is what you've been doing previously), this time look at the progress you've made and continue from that point, to take it further, by employing a second or third tool
3. Have the 11 individual tools in mind at all times; it may be that a particular tool seems particularly well suited to building on the progress you've made with a prior tool