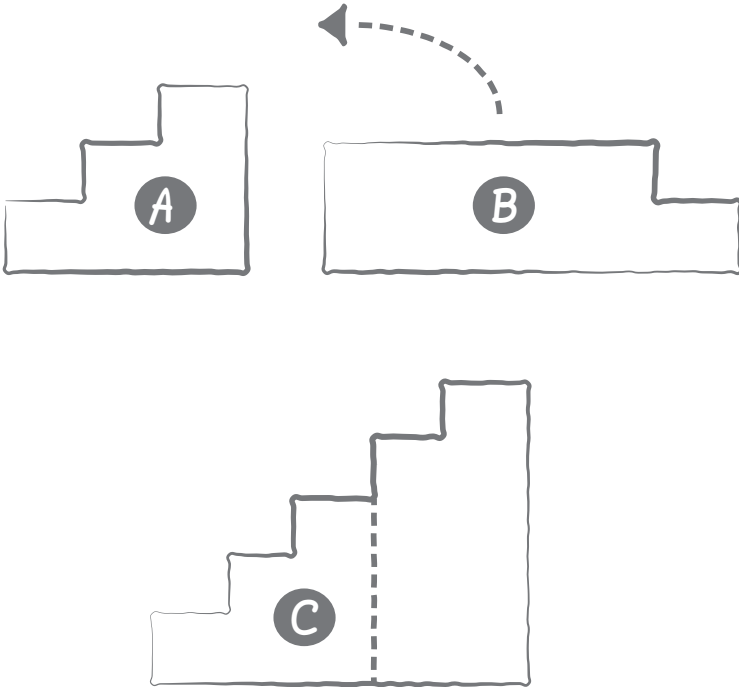


# Old + old = new

Block A means you can go up 3 levels. Block B means you can travel a further distance, but only go up 2 levels. But put them together and you create something new that lets you go up 5 levels.



## Toolkit

1. You can begin with what you already have / the way things are as one of your old ideas that you're going to combine with something else
2. You can combine more than two ideas—try two, three or perhaps even four
3. Brainstorm what good and useful existing ideas are already 'out there' that you'd like to integrate to create something new
4. Sense check that by bringing more than one idea, you really are creating something new, not simply stacking up existing ideas without changing them
5. And check that the new idea is as simple as the original ideas were: it's easy to combine elements to create something complex and convoluted, but that's rarely very useful