10 ways to think differently

inversion

turn common practice
upside down

inversion

the normal rule

Doctors treat patients

bending, breaking the rule

What if patients became doctors?

integration

integrate the offer with other offers

integration

People access a range of services in different locations

What if local services had one point of access?

extension

extend the offer

extension

Schools provide learning opportunities to children and young people during the day

What if schools also offered sport and recreation and community learning provision out of hours?

differentiation

segment the offer

differentiation

the normal rule

There is a one-size-fits-all approach

bending, breaking the rule

What if it was personalized and differently segmented?

addition

add a new element

addition

Supermarkets deliver groceries

What if supermarkets delivered groceries and also provided hot meals to older people in their homes?

subtraction

take something away

subtraction

the normal rule

Prisons are critical to an effective criminal justice system

bending, breaking the rule

What if you had to close three prisons?

analogy
use an analogy from
another field

analogy

the normal rule

Hospitals and airports are different kinds of operations

bending, breaking the rule

What if airport management practices were applied to hospitals?

grafting

graft an element of practice
from another field

grafting

Teaching and coaching are separate practices

What if coaching were introduced as part of secondary school education?

exaggeration
push something to its most
extreme expression

exaggeration

the normal rule

Schools support children and young people to learn, but only within designated times and in a designated space

bending, breaking the rule

What if students could access learning, anytime and anywhere they chose?

by

development

imact & you