

THE APPROACH (THE PATHWAY)		THE NORMAL RULES	BREAK THE RULES
INVERT	Turn common practice upside down	Doctors treat patients	WHAT IF patients became doctors?
INTEGRATE	Integrate the offer with other offers	People access a range of services in different locations	WHAT IF different local services had one point of access?
EXTEND	Extend the offer	Schools provide learning opportunities to children and young people during the day	WHAT IF schools also offer sports & recreation and community learning out of hours?
DIFFERENTIATE	Segment the offer	There is a 'one size fits all' approach	WHAT IF a service was personalized and differently segmented?
ADD	Add a new element	Supermarkets deliver groceries	WHAT IF supermarkets delivered groceries and also provided hot meals to older people in their homes?
SUBTRACT	Take something away	Prisons are critical to an effective criminal justice system	WHAT IF you had to close the prisons?
TRANSLATE	Translate a practice associated with another field	Hospitals and airports are different kinds of operations	WHAT IF airport management practices were applied to hospitals?
GRAFT	Graft on an element from another practice from another field	Teaching and coaching are separate practices	WHAT IF coaching was introduced as part of secondary school education?
EXAGGERATE	Push something to its most extreme expression	Schools support children and young people to learn but only during the designated times and spaces	WHAT IF students could access learning, anytime and anywhere they chose?

THE APPROACH (THE PATHWAY)		THE NORMAL RULES	BREAK THE RULES
INVERT			
INTEGRATE			
EXTEND			
DIFFERENTIATE			
ADD			
SUBTRACT			
TRANSLATE			
GRAFT			
EXAGGERATE			