

## The SCAMPER Technique for Brainstorming

Idea Checklists are an easy way to improve your ideas during a brainstorming session. The acronym S.C.A.M.P.E.R. is designed to provide triggers for new ideas. Teach your team this technique, and they'll generate more creative ideas.

"Given the ideas we already have, is there a way to..."

**S** is for **Substitute** To replace one person or thing with another. Can we make a substitution in one of our ideas to make a new idea? What to replace? What to replace it with? Some other place? Some other time?

**C** is for **Combine** To bring together, add, or unite. Can we put solution features together? Can we blend ideas we already have? Combine goals? Combine items? Combine materials? Combine tasks?

**A** is for **Adapt** To adjust or modify in order to fit to a particular condition or purpose. Can we adapt any of our ideas to new conditions or purposes?

**M** is for **Modify** To alter in form or quality. Can we change the meaning, the color, the motion, the sound, the emotion, the shape, or the words, to get a new idea? Can we Magnify, to make it bigger or stronger? Minimize, to make it smaller or lighter or quicker? What can we add? What can we subtract?

**P** is for **Portion** A part of the whole. Can we take a piece of some other idea, and use it separately? Are there portions of our solution that are not contributing to the goals?

**E** is for **Exchange** To swap places or roles. Are there features in our solution that would work better if we swapped their positions, their roles, their colors, their order in the script?

**R** is for **Reverse** To face or move in the opposite direction. Are there ideas that we can turn around, to get new ideas? Turn them upside down? Inside out? Do them **sdrawkcab**?