

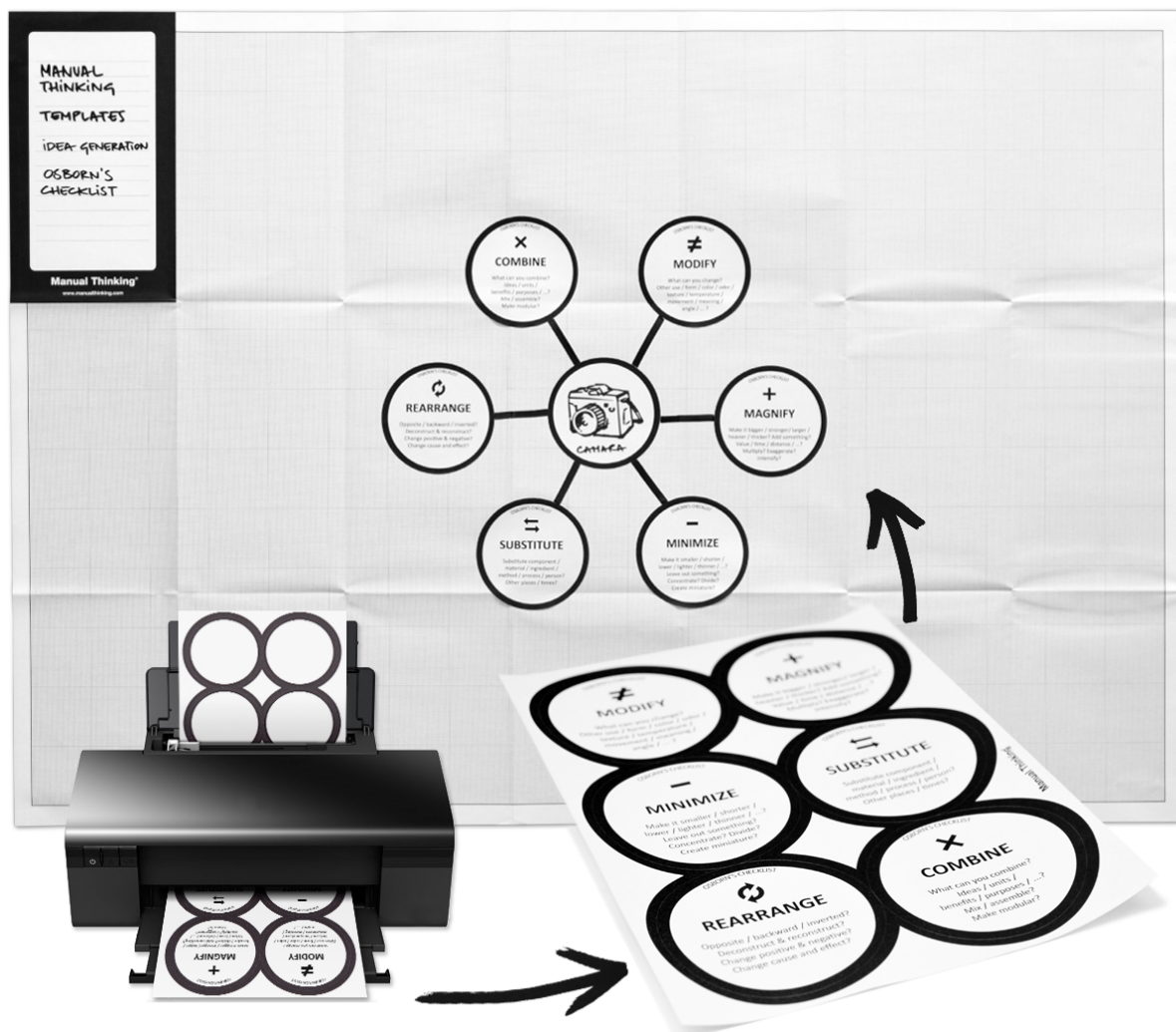
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template

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New ideas tend to arise from combining or altering existing elements. Alex Osborn, a creative theorist coming from the advertisement industry and the originator of the *brainstorming* technique, therefore created a complete checklist containing many possibilities to change an existing idea or product into new ideas, whether close or far from the initial idea. This idea creation technique is called *Osborn's Checklist*, also known as SCAMPER, which letters refer to the actions Substitute, Combine, Adapt, Magnify, Put to other use, Eliminate and Rearrange. This template offers a version of the checklist that is very easy to apply with the Manual Thinking material, the format being apt for both individual and teamwork.

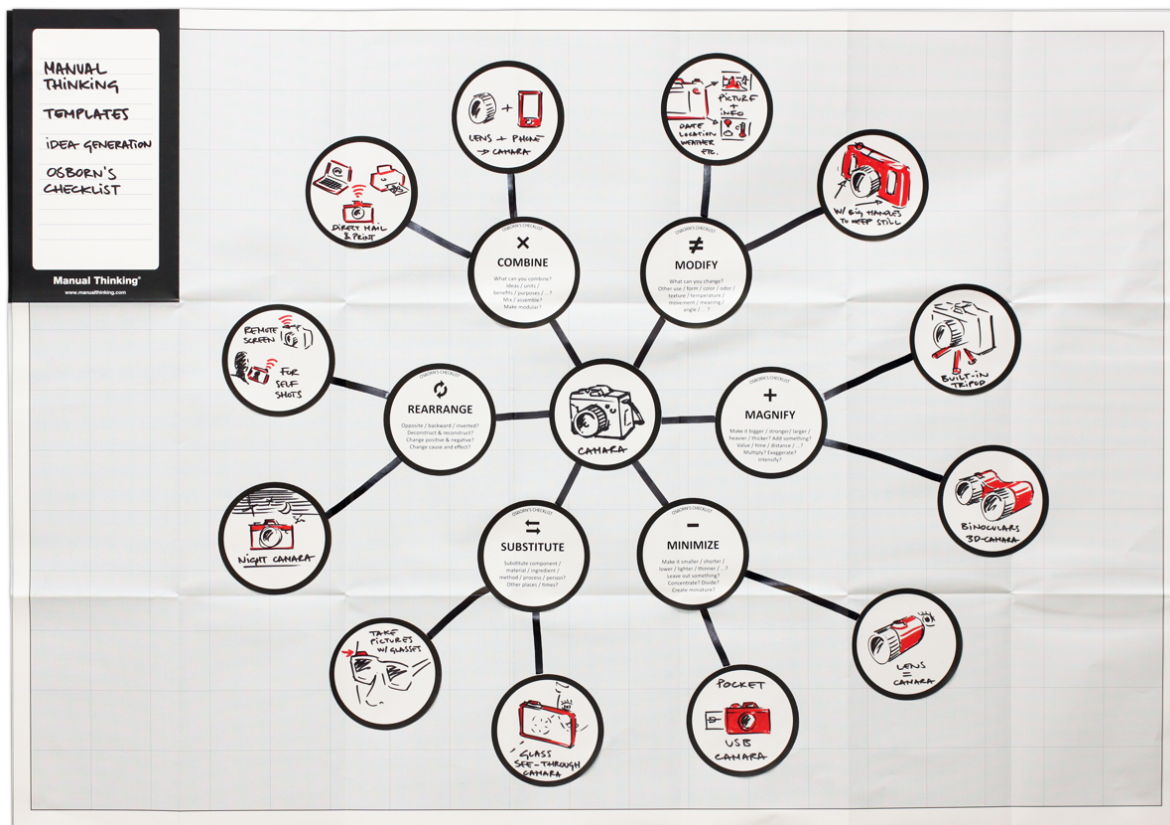
[Download the template here](#)



Step 1: [Download](#) & print the template on a sheet of Manual Thinking's large labels

Step 2: Place an initial idea, product or object in the center of the map and stick the labels of the template around

Step 3: Convert the initial product or idea into new ideas, using the actions described in the template. Try to find at least 2-3 ideas for each stage and draw them on big labels which you place around the checklist.



Osborn, A.F. Applied Imagination: Principles and Procedures of Creative Problem Solving, New York: Charles Scribner's Sons, 1953

en.wikipedia.org (page: Alex Faickney Osborn. Sept. 2013)

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