

Who else, anywhere else?



What is this?

When time is of the essence, this tool helps your group identify which industry, sector, company, person, animal, object has already solved a similar challenge. They can use insights to shortcut their idea generation or refine their challenge.

How it works

Step 1

Ask your group to think who, how, where a challenge similar to theirs has been solved before. They will have to think outside the box and perhaps liken their challenge to something else first before they find the answer. It may be a different sector, an animal or object, or an unusual situation that has solved a similar challenge.

Example 1

When an engineering company was faced with a tunnelling challenge, they looked at how dentists overcame root canal challenges.

Step 2

Once your group has identified a parallel, ask them to take time to read or observe in detail how that solution works. Note down how the challenges compare and discuss as a group any insights that could be explored further. Does the similar solution use specific equipment? New processes? Bigger teams etc? Use the learnings in the next stage of the innovation process.

Example 2

Great Ormond Street Hospital doctors were challenged with minimising preventable hospital mishaps when transferring patients from operating theatre to intensive care. The doctors noticed that patient handovers were similar to complex, high-stress, time-critical pit stops in Formula 1.

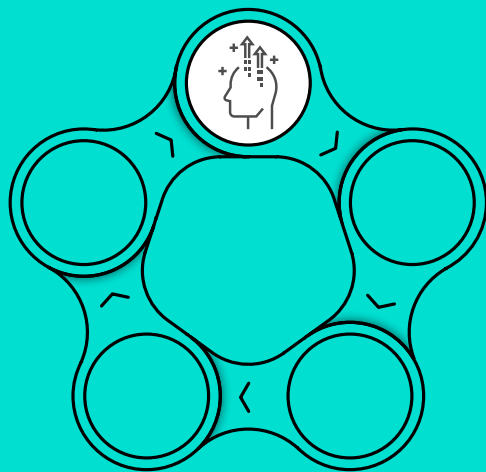
Observing footage of F1 Pit teams, doctors found surgical teams talked to each other a lot which slowed down and complicated handoffs.

Hint: This tool is great for helping your group when they're stuck for inspiration. You'll see some true 'lightning bolt' moments.

Why it works

Looking outside of your field of expertise can often cast new light on similar processes and trigger new ideas of how to approach the challenge.





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