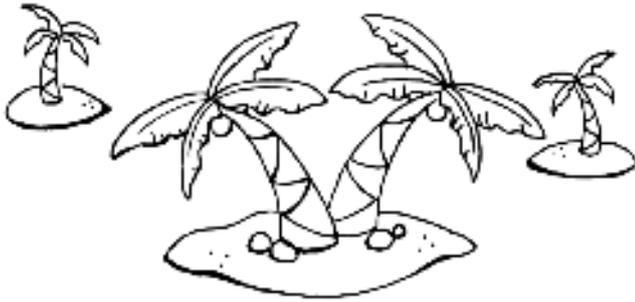


# The Idea Generator



## Islands of Opportunity

The template for thinking tools 1–5

*A toolset to help you identify opportunities on an issue which is new or hasn't been addressed before*

### Doing your best thinking...

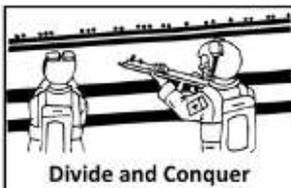
There are five thinking tools in this template. Try doing one each day whenever your best time for thinking is. Maybe it's over a cup of coffee – or when you are commuting. The choice is yours but aim to spend at least 20 minutes on each tool – and don't try to do it all at once.

Your thinking is the best value you can create, so do it in your best time – and love your thinking. Print out the template and use it to capture all your ideas on.

Getting maximum value from your thinking using this template is explained in *The Idea Generator* by Chris Thomason, which is available in all good bookstores and [online here](#).

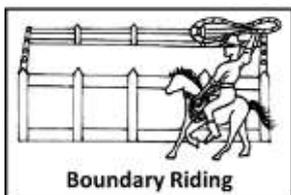


## Templates for a different focus



If you received this template from somebody else, you can download your own original version from the following website:

[www.TheIdeaGenerator.info](http://www.TheIdeaGenerator.info)



You'll also find other free templates for download there that can be used for different purposes. Divide and Conquer is designed to help you find new ideas and answers to difficult issues, while Boundary Riding is specifically intended to help you identify short- to medium-term business growth opportunities.

You can also register to receive updates when new templates are released.

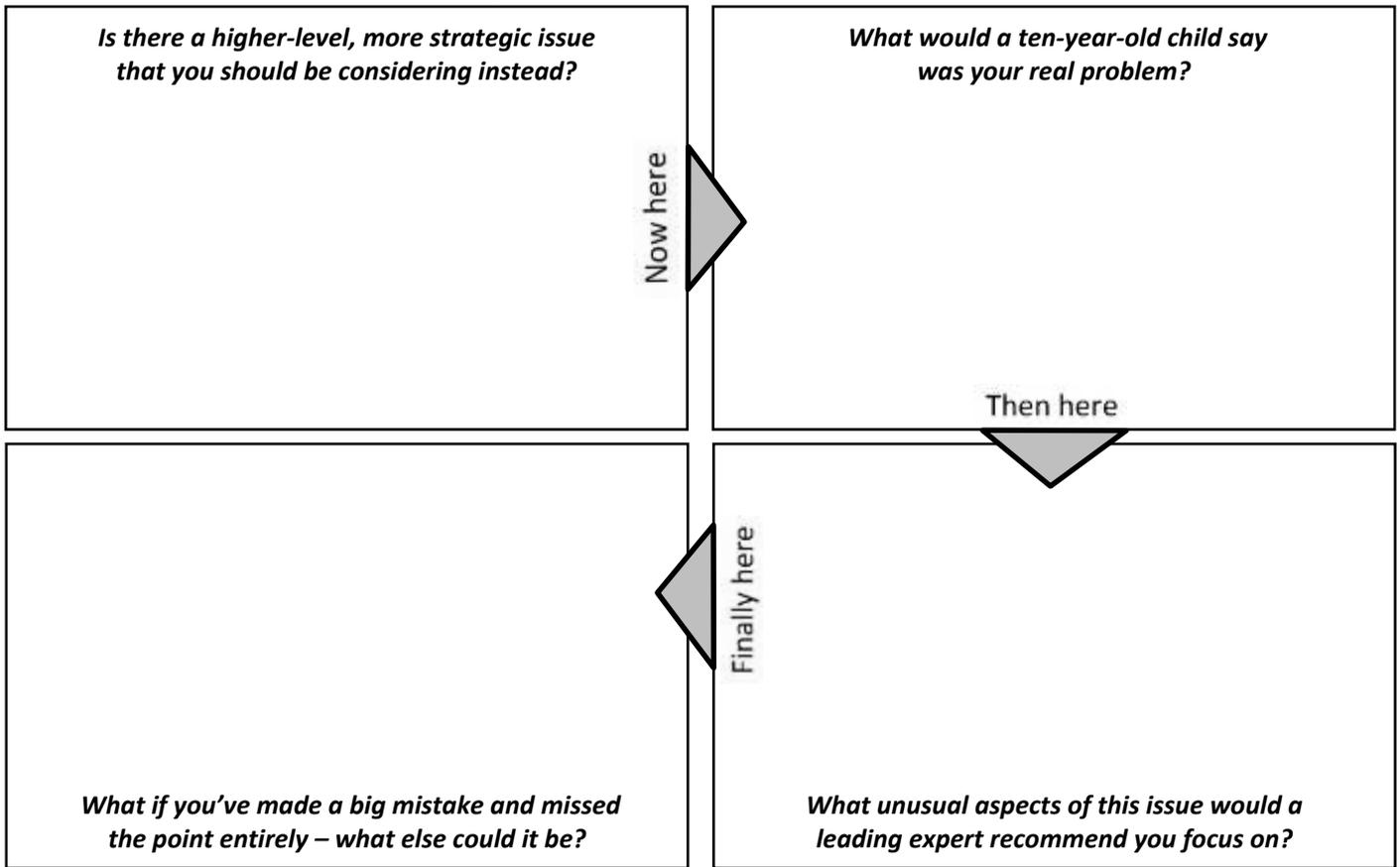
## Define your Killer Question

The Killer Question is:

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## Tool 1: Unconventional Perspectives



Enter all your ideas in your Genius Spaces here...

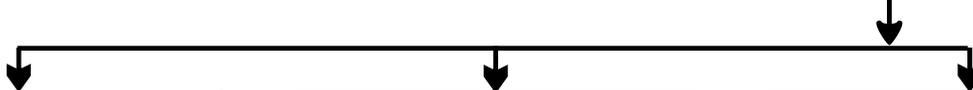
**Genius Spaces**

	<p>← These spaces are where you capture all your ideas</p>	<p>Ignore the small boxes → as these will be used later in the process</p>
<p>Only write one idea in each box and make sure it's complete and legible!</p>	<p>You don't have to fill them all up - but it's great if you do!</p>	

# Tool 2: Abstract. Move. Steal!

Your original issue

Your abstracted issue



**Industry 1:**  
Their version of your issue:

**Industry 2:**  
Their version of your issue:

**Industry 3:**  
Their version of your issue:

What each of these industries actually does to address their version of your abstracted issue...

**Insight triggers**

- 
- 
- 
-

**Insight triggers**

- 
- 
- 
-

**Insight triggers**

- 
- 
- 
-

*Genius Spaces*


# Tool 3: Rapid Thinking

Potential interesting areas to consider (12 needed)

**Conventional ideas**

**Unconventional ideas**

**Interesting area 1**

**Interesting area 2**

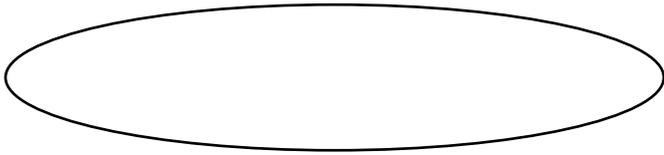
**Interesting area 3**

**Interesting area 4**

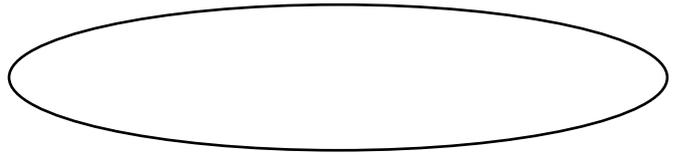
**Interesting area 5**

# Tool 3: Rapid Thinking – Idea Boosters

Rapid Thinking idea #1

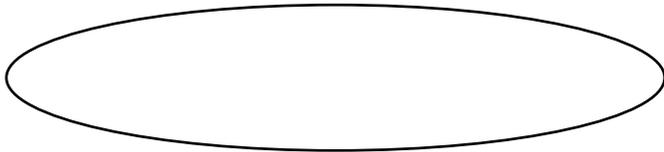


Rapid Thinking idea #2

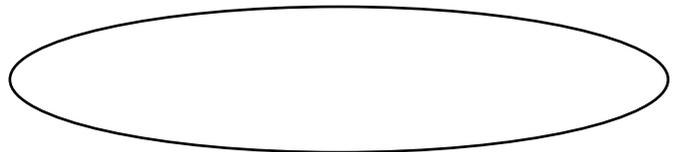


Some boosted ideas


Rapid Thinking idea #3



Rapid Thinking idea #4



More boosted ideas


## Genius Spaces


# Tool 4: DARPEC

## DELIVERER

- What is the ideal goal of the deliverer?
- How can this be achieved more readily?
- What prevents them from doing this perfectly?
- Is this aligned to what the recipient wants?

What's the **DELIVERER's** situation?


## ACTION

- What is the process being undertaken?
- How could it be more effective?
- Who is the best party to help this happen quicker?
- Where might this be changed for the better?

What's the **ACTION** that's being undertaken?


## RECIPIENT

- What is the ideal outcome for the recipient?
- Why is this not being achieved currently?
- How could this be an amazing experience for the recipient?
- Who else could benefit from this transaction?

What's the **RECIPIENT's** situation?


## Tool 4: DARPEC (continued)

### PROCESS

- Which elements of this process seem wasteful or out-dated?
- Who is involved in the process, and are they the best people for it?
- What's the core activity of what needs to happen here?

What's the **PROCESS** being used?


### ENVIRONMENT

- How could the environment be more conducive to the process?
- What's wrong with the environment now?
- How can it be better for the parties involved?

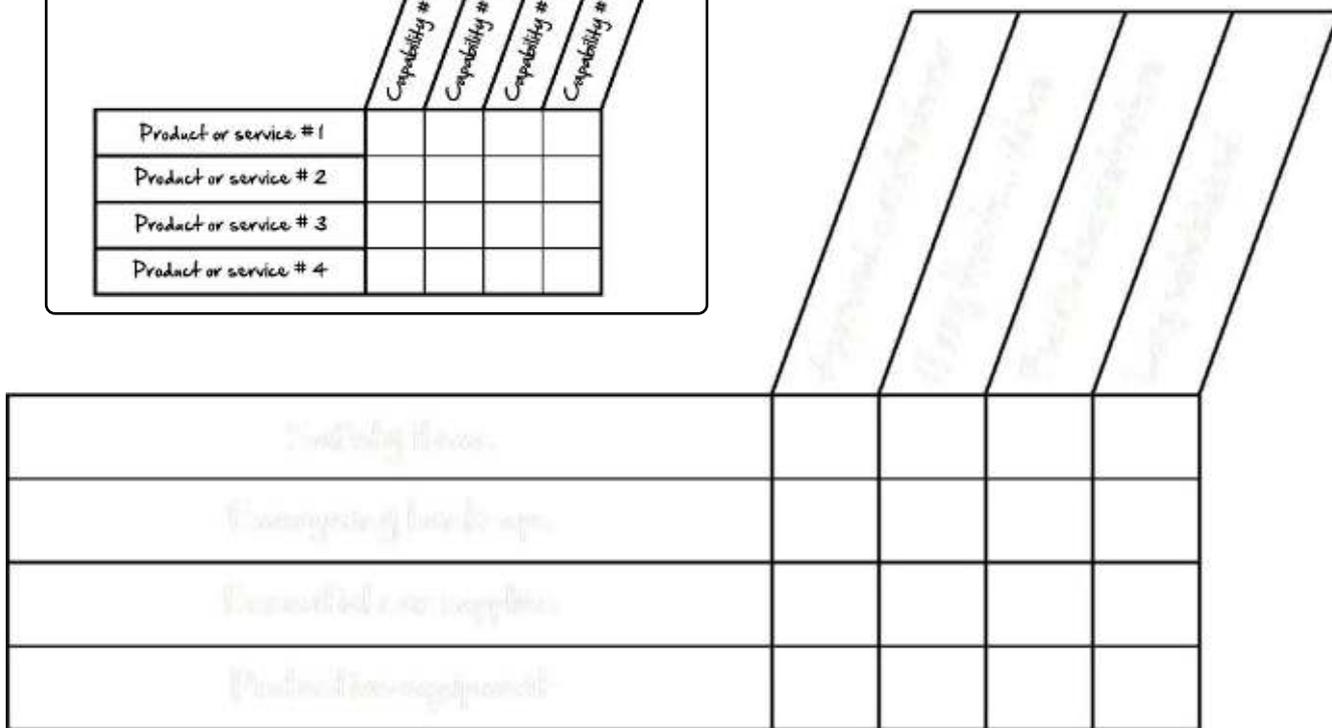
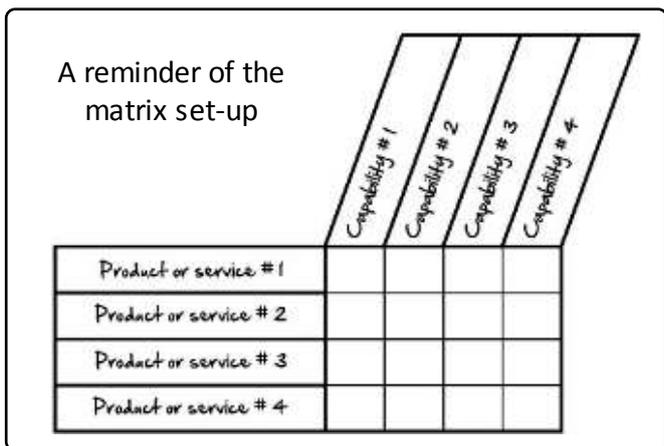
Describe the **ENVIRONMENT** in which this occurs.


### CONSTRAINTS

- What are the limiting constraints on this action?
- How can they be relaxed to make it easier for this to happen?
- Where could you apply constraints that would ensure this activity happens more efficiently?

What **CONSTRAINTS** exist?


# Tool 5: The Magnifying Matrix



## Genius Spaces




## Islands of Opportunity: Building Blocks (continued)

### Your #3 idea

Relevant matters

Ways to build this idea

### Your #4 idea

Relevant matters

Ways to build this idea

***These are your winning ideas – well done!***

Want a convenient place to keep all your templates together? *The Idea Generator Templates* book contains ten of the templates used in *The Idea Generator* process to help you create a repository for all your winning ideas.

***The Idea Generator Templates book is available online [here](#).***

If you want to download the templates individually, or are looking to run a team project and want the Leader's Guide, these are available at [www.TheIdeaGenerator.info](http://www.TheIdeaGenerator.info)

