

**CREATIVE
CREATIVE**

**Generate Innovative
Ideas For Social Impact**

By How To Impact

**METHODS
METHODS**



Hi, we're a Strategic Design & Innovation Consultancy.

We help organisations use creativity and innovation to take on society's most important problems. But we can't do it alone. Systemic impact requires all of us who work on social challenges to value and practice creativity for innovation.

Get in touch:

hello@howtoimpact.com | www.howtoimpact.com



We're sharing **4 methods** to grow your creative muscles.

We've used these methods to drive social impact to generate new services, experiences, and products that are human-centric.



ST VINCENT'S
HEALTH AUSTRALIA



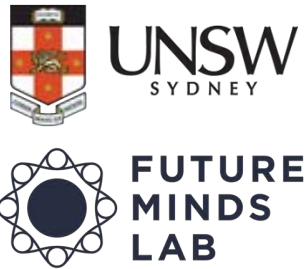
The Sydney
children's
Hospitals Network



We've Spent Years Researching Australian Innovation

We've partnered with Neuroscientists from UNSW Future Minds Lab in a multi-year research programme. Through literature reviews and time with 59 of Australia's most innovative organisations, we've identified foundational Innovation Mindsets for a successful innovation practice.

Our research partners:



| Social Impact | | | | |
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| Education | | | | |
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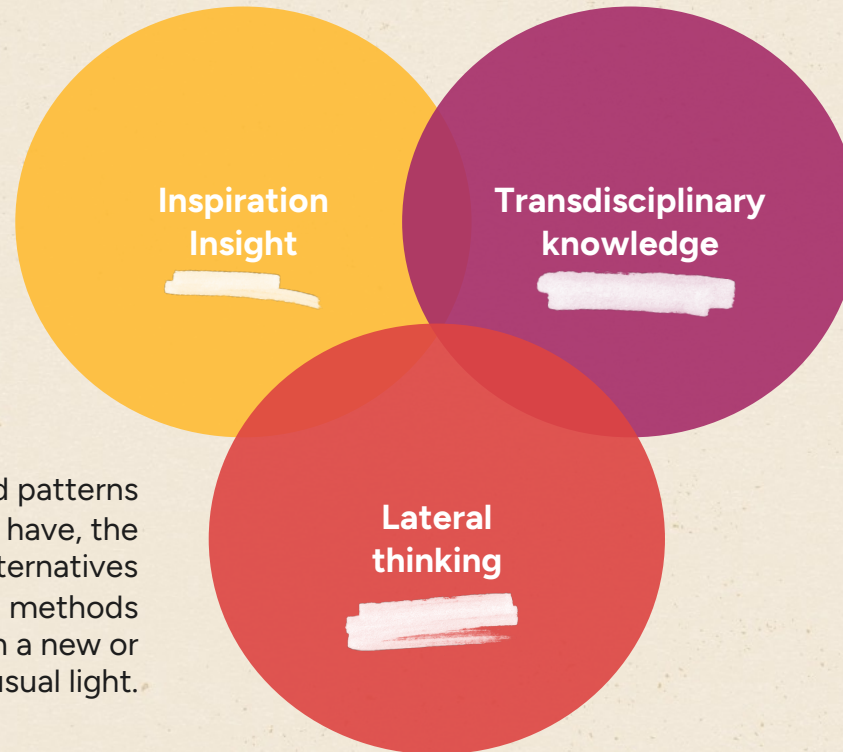
Using creative methods helps to instill the foundational Innovation Mindsets



Ingredients For Innovative Ideas

Before we look at the methods, let's consider the essential inputs needed to guide thinking towards ideas that are relevant and impactful:

Finding new directions requires a deep understanding of the social, emotional, and behavioral needs of people in your context. An inspiration insight is more than data. It's an interpretation of many observations that inspires a direction for action. We always spend time with people in their real-world context to understand their real motivation & behaviour.



Transdisciplinary knowledge breaks through discipline assumptions to create new perspectives, integrated knowledge and holistic solutions. It's generated in the 'gaps' between silo'd functions.

That's why we focus on creating interactions between people from different disciplines, sectors, and decision levels.

Sometimes we get stuck in our established patterns of thinking. In fact, the more expertise we have, the more difficult it can be to see viable alternatives from other sources. We use lateral thinking methods to unlock the problem by viewing it in a new or unusual light.

The Creative Methods



Rule Breakers

Flip the standard approach



Parallel Worlds

Stealing principles from others



Mind Swap

Seeing with a different perspective



Random Connection

Finding inspiration from unexpected places

We'll demonstrate each method with examples for new fundraising ideas.



Rule Breakers

Flip the standard approach



Rule Breakers

What

Flip the world on its head by reversing or removing the foundational assumptions.

How

List the common conventions or 'rules' for how we normally approach a situation. Consider the most foundational, standard elements.

For each element, flip the assumption by asking what would the *opposite* approach be, or simply disregard the 'rule' and see what opportunities emerge.

Why

By exploring our most concrete assumptions, those that we never question, we can uncover revolutionary ideas.

RULE BREAKERS EXAMPLE

1. Assumption

People or organisations **donate** money.

2. Flip it

What if people or organisations **invested** money?

3. Idea:

Split Returns

A micro investing platform where the donors split their returns with the organisation, it's a win-win.



RULE BREAKERS EXAMPLE

1. Assumption

The **NFP org** chooses the project.

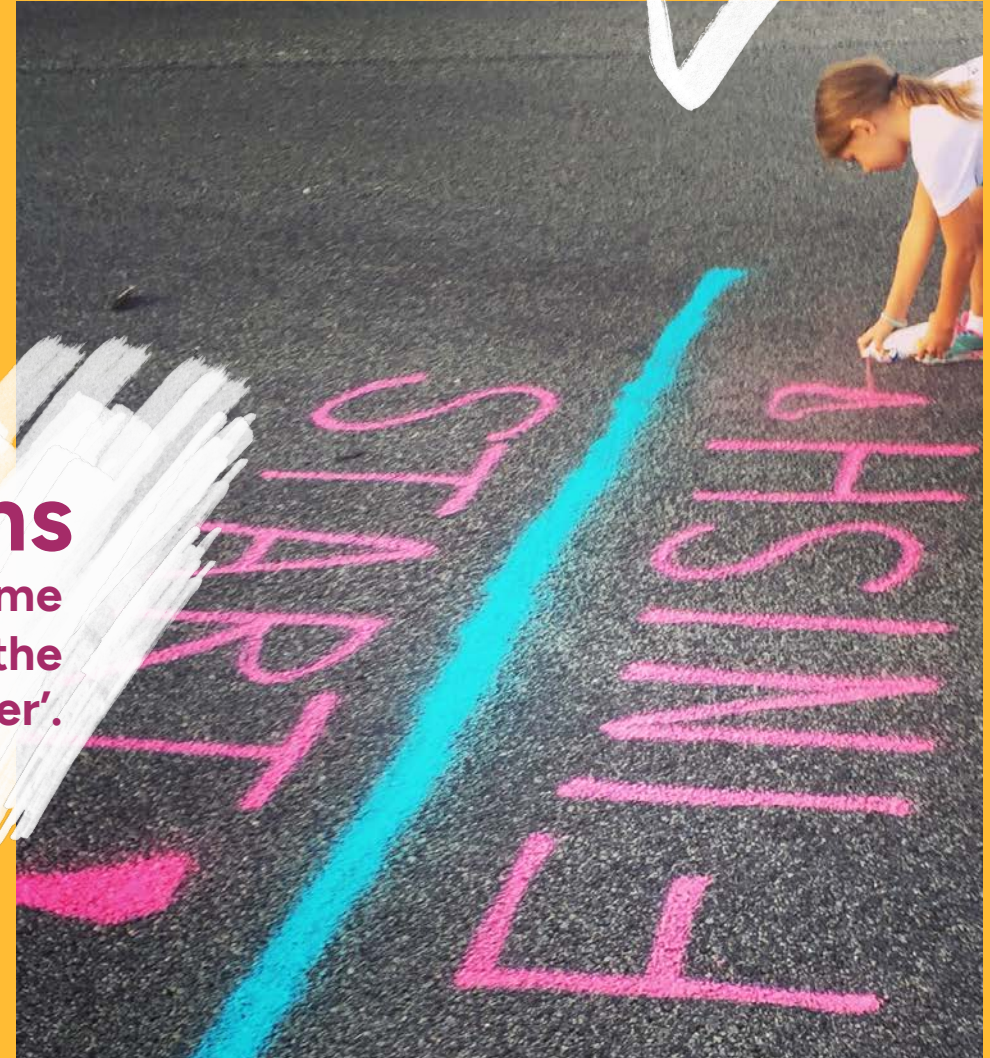
2. Flip it

What if the **donor** chooses the project?

3. Idea:

Finish-able Subscriptions

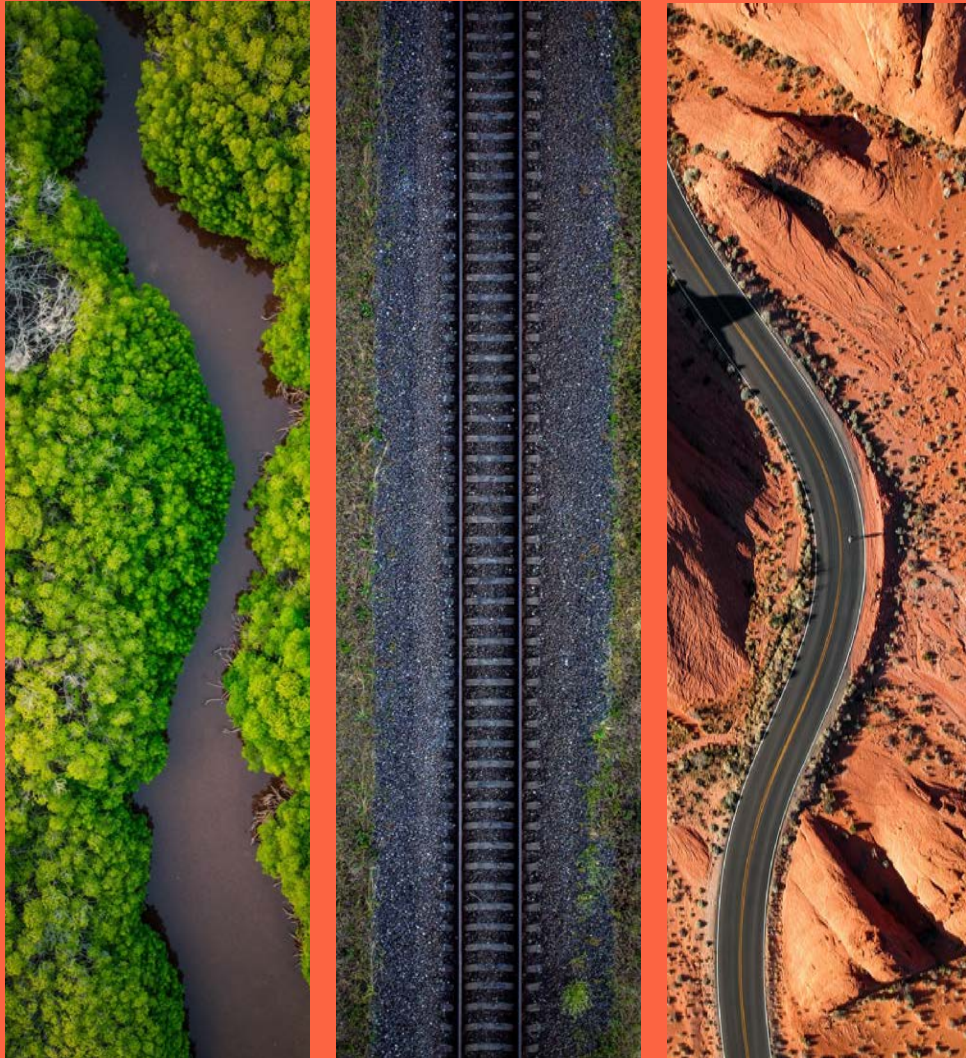
Donate to a specific project for a specific time period; feel a tangible impact without the commitment of signing up to donate 'forever'.





Parallel Worlds

Stealing principles from others



Parallel Worlds

What

Find methods and principles from parallel categories to inspire an alternative approach.

How

List the human values, behaviors, or emotions that you want to create. Next to each, write down a place or discipline where you might observe similar experiences.

Spend time in each context either online or in person to observe their approach, identifying their methods that you can apply to your situation.

Why

By exploring analogous situations, we take inspiration from the way others have resolved similar challenges.

PARALLEL WORLDS EXAMPLE

1. Parallel Situation

A place that builds a community: Mutual Co-operatives where every 'customer' is a 'member'.

2. Their approach

Members become a part of the organisation to which they donate.

3. Idea:

A decorative graphic consisting of numerous overlapping, horizontal brushstrokes in shades of white and light pink, creating a textured, layered effect. It is positioned behind the main title and subtitle text.

Peer Benefits

Donors become a part of a peer community with benefits, including access to peer expertise and resources.



PARALLEL WORLDS EXAMPLE

1. Parallel Situation

A place where you get rewarded for spending:
Flybuys.

2. Their approach

The more money you spend the more you get
rewarded.

3. Idea:

The Upgrade Club

A business program that incentivises people
to donate while shopping to enjoy upgrades.
The more you donate, the more you get.





Mind Swap

Seeing with a different perspective



Mind Swap

What

Use someone else's point of view to re-express ideas.

How

Create a list of people with different perspectives on the world. For each person, list what they find important or their unique approach.

Use the lens of the different people to think about how they would approach your situation. What would each of them do differently?

Why

By playfully adopting an alternative point of view, we can easily detach ourselves from our normal way of thinking, to open ourselves to new approaches.

MIND SWAP EXAMPLE

1. Different perspective

A professional extreme sports athlete.

2. Their values

They take risks to get adrenaline pumping. How could donating get your heart pumping?

3. Idea:

Double or Nothing

Gamble your donation, if you win, you get your money back and a corporate sponsor pays the charity. If you lose, you double your donation.



MIND SWAP EXAMPLE

1. Different perspective

A party DJ.

2. Their values

They blend & mix music to create a better vibe.

How might we blend fundraising?

3. Idea

A large, white, brushstroke-style graphic that serves as a background for the title and subtitle.

Fund-a-Collab

People donate to bring together their favourite causes to support cross-sector collaborations.





Random Connection

Finding inspiration from unexpected places



Random Connection

What

Use the attributes of a random object to stimulate new ideas.

How

Find a random object that is not directly related to your situation. It can literally be anything from a song, fashion brands, a magazine, or famous quotes, etc.

Apply whatever comes to mind to your situation to inspire a creative direction and force a connection back to your challenge, however obtuse.

Why

Novel ideas can arrive when we force connections between seemingly unrelated situations.

RANDOM CONNECTION EXAMPLE

1. Random object

Random song: Neil Young - Down By The River

2. Association

Instead of donating when you're 'down', what if organisations or people donated when they're 'up'?

3. Idea:

Ride The Market

Organisations and people set up auto-payments from their investments, a percentage is donated when the market is up. It's donating with no pain, all gain.



RANDOM CONNECTION EXAMPLE

1. Random object

Random objective: mobile phone.

2. Association

We often get 'screen time' alerts, could we somehow match donations with screen time?

3. Idea:

Screen Challenge


A social challenge where friends commit to reducing their screen time by setting an allowance for the week. They compete with friends, agreeing to an amount to donate for every minute over.



Creativity is a muscle, you need to use it to strengthen it.

Now it's your turn to have a play. Get your team together and remember the ingredients for innovative ideas:


1. Inspiration insight



2. Transdisciplinary knowledge



3. Lateral thinking



We hope you've found inspiration to practice these methods. We'd love to hear how you go, or if you have any questions:

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STRATEGIC DESIGN & INNOVATION FOR ALL YOUR PROBLEMS



WHAT WE LOVE

STRATEGY

Growth
and Futures

Strategic Vision
Growth Strategy
Category Strategy
Venture Design
Social Impact



DESIGN

Services, Products
and Experiences

Business Models
Services and Experiences
Channel and Shopper
NPD and Digital Products
Brand



INNOVATION

Practices and
Ecosystems

Innovation Leadership
Innovation Networks
Mindsets and Capability
Innovation Processes
Innovation Frameworks

THANKS

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FOR



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