



SCAMPER Technique for AFTER Brainstorming

The acronym S.C.A.M.P.E.R. is designed to help teams remember several possible ways to narrow down or create new ideas from what they have previously brainstormed. Teams do not need to do ALL of these nor do them in this order.

“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 one?
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 any solution ideas together?
Combine goals? Combine tasks?
Combine items? Combine materials?
- A** is for **Adapt** To adjust or modify in order to fit a particular condition or purpose.
Can we adapt any previous ideas to the new direction, theme, idea?
What will we do if this situation happens?
- M** is for **Modify** To alter in form or quality.
Can we change the meaning, the shape, the color, the motion, the sound, the emotion, the words to get a new idea?
Can we Magnify-make it bigger? Can we Minimize-make it smaller?
- P** is for **Portion** A part of the whole.
Can we take a piece of an idea and use it separately?
Are there portions of our ideas that are not needed?
Are there portions that need more emphasis?
- E** is for **Exchange** To swap places or roles.
Are there pieces of our solution that would work better if we swapped their positions, their roles, their order in the script?
- or **Eliminate** To remove permanently.
Are their ideas that don't work with our best ideas or our theme?
- R** is for **Reverse** To face or move in the opposite direction.
Are there ideas we can turn around to get a new one?
Can we use the reverse side of something?
Turn it upside down? Turn it inside out?

Adapted from Virginia Odyssey of the Mind, Region 9, NoVA North