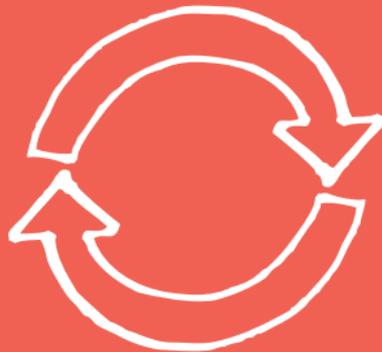| being aware of other worlds | being multi-disciplinary | being empathetic |
| being ingenious | being optimistic | being flexible and iterative |

These change cards can be used to help you come up with new ideas or think about a problem or project in a different way. They are deliberately hypothetical to provoke extremes of thought and push the boundaries of what is possible. They will help you bring in new perspectives, unblock tacit barriers, generate new insights and help you work in an agile and iterative way.

There are six categories of card, and they can be used during the diagnose, discover, develop & deliver stages of a project:

- **Being aware of other worlds**
- **Being multi-disciplinary**
- **Being empathetic**
- **Being ingenious**
- **Being optimistic**
- **Being flexible & iterative**

Push your thinking to the limits! Please copy these and share with others. And there are a couple of blank ones for you to add your own.

Change Card

Being aware of other worlds

What would they do in Scandinavia?

These cards are hypothetical in order to open up people's minds and push the boundaries

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What would they do in China?

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What would they do in Brazil?

These cards are hypothetical in order to open up people's minds and push the boundaries

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What might it look like in 2040?

These cards are hypothetical in order to open up people's minds and push the boundaries

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What might it like in 2020?

These cards are hypothetical in order to open up people's minds and push the boundaries

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What did it look like in 2000?

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If it could be different everywhere, how would it look in Newcastle versus Newquay?

These cards are hypothetical in order to open up people's minds and push the boundaries

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If it could be different everywhere, how would it look in Belfast versus the Brecon Beacons?

POLICY LAB

If it could be different everywhere, how would it look in Dundee versus Durham?

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Change
Card

Being multi-disciplinary

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What would an entrepreneur do?

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What would a scientist do?

What would a teacher do?

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What would a lawyer do?

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LAB

What would the PM say?

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What would a teenager do?

These cards are hypothetical in order to open up people's minds and push the boundaries

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What would Apple do?

What would a community volunteer do?

These cards are hypothetical in order to open up people's minds and push the boundaries

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Who would be in your dream team to crack this problem?

POLICY LAB

What ninja skill would you love for this project?

POLICY LAB

What is your blind spot?

These cards are hypothetical in order to open up people's minds and push the boundaries

POLICY LAB

What would the world's leading expert on this say? (And who are they)

These cards are hypothetical in order to open up people's minds and push the boundaries

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Change
Card

Being empathic

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What would a person experiencing your idea think about it?

These cards are hypothetical in order to open up people's minds and push the boundaries

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What if your team included the public?

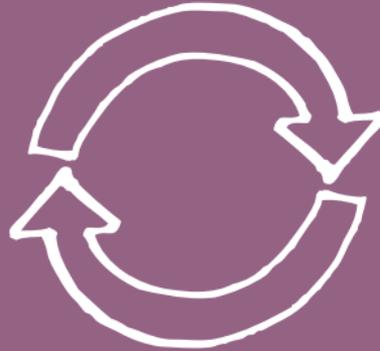These cards are hypothetical in order to open up people's minds and push the boundaries

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What if your team included front-line staff?

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Change
Card

**Being ingenious
& resourceful**

What would happen if we did the opposite?

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What if we exaggerated what we already have?

These cards are hypothetical in order to open up people's minds and push the boundaries

POLICY LAB

What if the current solution is no longer possible?

These cards are hypothetical in order to open up people's minds and push the boundaries

POLICY LAB

What would we do if people were our only resource?

POLICY LAB

What would we do if we only had one day?

These cards are hypothetical in order to open up people's minds and push the boundaries

POLICY
LAB

What if legislation or regulation is not allowed?

These cards are hypothetical in order to open up people's minds and push the boundaries

POLICY
LAB

What if you could only persuade the public with words or images? What would they be?

POLICY LAB

WIP Summer 2015

What would we do if we had no budget?

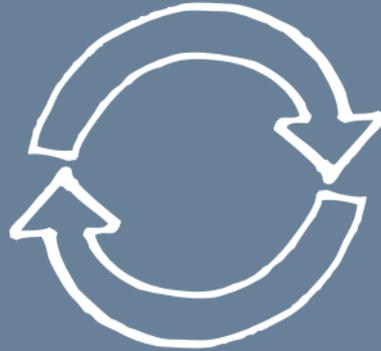These cards are hypothetical in order to open up people's minds and push the boundaries

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What would this cost?

These cards are hypothetical in order to open up people's minds and push the boundaries

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Change
Card

Being optimistic

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What if we had unlimited budget?

These cards are hypothetical in order to open up people's minds and push the boundaries

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What if we had unlimited time?

These cards are hypothetical in order to open up people's minds and push the boundaries

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What would we do in an ideal world?

These cards are hypothetical in order to open up people's minds and push the boundaries

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LAB

What would we do if we had to do it for the whole world? (i.e. scale up)

These cards are hypothetical in order to open up people's minds and push the boundaries

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LAB

Change Card

Being flexible & iterative

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What if you needed to complete it sooner?

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What if you have to start again?

These cards are hypothetical in order to open up people's minds and push the boundaries

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What if new data insight contradicts what your current evidence has told you?

These cards are hypothetical in order to open up people's minds and push the boundaries

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What other policy or idea could seriously de-rail yours? And which could help it?

These cards are hypothetical in order to open up people's minds and push the boundaries

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What if a new and unexpected idea is created? How would you include it?

These cards are hypothetical in order to open up people's minds and push the boundaries

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What would it look like if you had to draw it or make a model of it now?

POLICY LAB

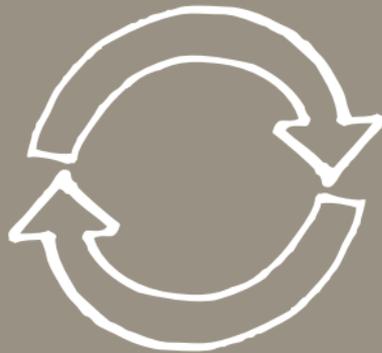# What if, every week, you had to test it with a different person? Who would that be?

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STOP and describe your idea in less than ten words. What would the news headline say?

These cards are hypothetical in order to open up people's minds and push the boundaries

POLICY LAB

Change
Card

Make your own

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LAB