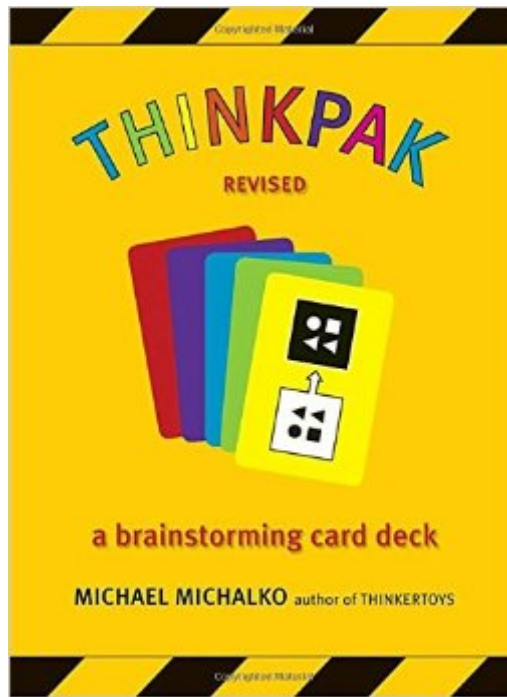# Thinkpak: A Brainstorming Card Deck

Synopsis

A Creative-Thinking Toolbox Looking for a unique invention, an untapped market for an existing product, or a new solution? Stretch and flex your mental muscles with Thinkpak, a creative-thinking tool designed by Michael Michalko, author of the groundbreaking book Thinkertoys. This deck of illustrated idea-stimulating cards distills Michalkoâ ™s proven methods, allowing you to view challenges in a new light. Shuffle, mix, and match the cards to spark fresh insights, then use the critical evaluation techniques to test, shape, and refine your original ideas into realistic creations. Filled with thought-provoking questions and examples of the techniques put to use, Thinkpak provides endless creative fuel to fire up the imagination.

Book Information

Cards: 64 pages

Publisher: Ten Speed Press; Revised edition (June 1, 2006)

Language: English

ISBN-10: 1580087728

ISBN-13: 978-1580087728

Product Dimensions: 4.1 x 1.1 x 5.6 inches

Shipping Weight: 6.4 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars See all reviews (38 customer reviews)

Best Sellers Rank: #71,268 in Books (See Top 100 in Books)   #53 in Books > Business & Money > Management & Leadership > Training   #60 in Books > Business & Money > Processes & Infrastructure > Structural Adjustment   #64 in Books > Business & Money > Processes & Infrastructure > Organizational Change

Customer Reviews

ThinkPak is 56 individual cards used to create new and innovative ideas. Not only can the cards be used individually but also with groups, co-workers, teammates, family, children, etc. First let me demystify ThinkPak, ThinkPak is basically the technique of SCAMPER, but with some great additions. If you have not read the books Thinkertoys, or Cracking Creativity, SCAMPER is merely a way to create new ideas.SCAMPERS = Substitute?C = Create?A = Add?M = ModifyP = Put to other uses?E = Eliminate?R = Rearrange or Reverse?You merely get an idea or a problem and expand on them using the individual SCAMPER cards. In addition, you then can evaluate your ideas with the "evaluation" cards. Sound simple? Yes it is, but all too powerful!Let me also start by properly labeling how the cards are separated, and put together into 4 different uses. From the ThinkPak

booklet,Card No. 1 is an easy -reference list of the nine principle strategies.Card No. 2 outlines the basic techniques for using ThinkPak.Cards No. 3 through 47 are idea stimulators, i.e. SCAMPERCards No. 48 through 56 are techniques that help you evaluate your ideas. i.e. "evaluation" cardsWhat makes the cards very nice is they are sort of "bullet-items" for SCAMPER, so the cards can do the walking. One side of the cards is some creative diagram visually labeling the card sets (just visual, nothing to use). The backside of the cards is where the information is. All of cards are numbered and the cards are filled with questions and examples, useful to understanding and using SCAMPER.

ThinkPak is 56 individual cards used to create new and innovative ideas. Not only can the cards be used individually but also with groups, co-workers, teammates, family, children, etc. First let me demystify ThinkPak, ThinkPak is basically the technique of SCAMPER, but with some great additions. If you have not read the books Thinkertoys, or Cracking Creativity, SCAMPER is merely a way to create new ideas.SCAMPERS = Substitute?C = Create?A = Add?M = ModifyP = Put to other uses?E = Eliminate?R = Rearrange or Reverse?You merely get an idea or a problem and expand on them using the individual SCAMPER cards. In addition, you then can evaluate your ideas with the "evaluation" cards. Sound simple? Yes it is, but all too powerful!Let me also start by properly labeling how the cards are separated, and put together into 4 different uses. From the ThinkPak booklet,Card No. 1 is an easy -reference list of the nine principle strategies.Card No. 2 outlines the basic techniques for using ThinkPak.Cards No. 3 through 47 are idea stimulators, i.e. SCAMPERCards No. 48 through 56 are techniques that help you evaluate your ideas. i.e. "evaluation" cardsWhat makes the cards very nice is they are sort of "bullet-items" for SCAMPER, so the cards can do the walking. One side of the cards is some creative diagram visually labeling the card sets (just visual, nothing to use). The backside of the cards is where the information is. All of cards are numbered and the cards are filled with questions and examples, useful to understanding and using SCAMPER.ThinkPak also comes with a small 61-page booklet with instructions on how to use the cards.

Thinkpak: A Brainstorming Card Deck Giant Rider-Waite Tarot Deck: Complete 78-Card Deck Deck Designs, All New 4th Edition: Great Design Ideas from Top Deck Builders (Home Improvement) Deck Ideas You Can Use: Creative Deck Designs for Every Home & Yard Black & Decker The Complete Guide to Decks, Updated 5th Edition: Plan & Build Your Dream Deck Includes Complete Deck Plans (Black & Decker Complete Guide) Deck Designs, 3rd Edition: Great Design Ideas from

Top Deck Designers (Home Improvement) Deck Ideas You Can Use - Updated Edition: Stunning Designs & Fantastic Features for Your Dream Deck Brain Quest: 1500 Questions & Answers to Challenge the Mind: 7th Grade: Ages 12-13: Deck One & Deck Two Card Sharks: How Upper Deck Turned a Child's Hobby into a High-Stakes, Billion-Dollar Business Art of War: Sun Tzu Strategy Card Deck: 54 Winning Strategies The Four Agreements: A 48-Card Deck Gods and Goddesses Card Deck: Mantras, Blessings, and Meditations (Mandala Wisdom Decks) Ascended Masters Oracle Cards: 44-Card Deck and guidebook Energy Oracle Cards: A 53-Card Deck and Guidebook Magical Mermaids and Dolphin Oracle Cards: A 44-Card Deck and Guidebook Numerology Guidance Cards: A 44-Card Deck and Guidebook Angel Therapy Oracle Cards: A 44-Card Deck and Guidebook Earth Magic Oracle Cards: A 48-Card Deck and Guidebook Butterfly Oracle Cards for Life Changes: A 44-Card Deck and Guidebook Guardian Angel Tarot Cards: A 78-Card Deck and Guidebook