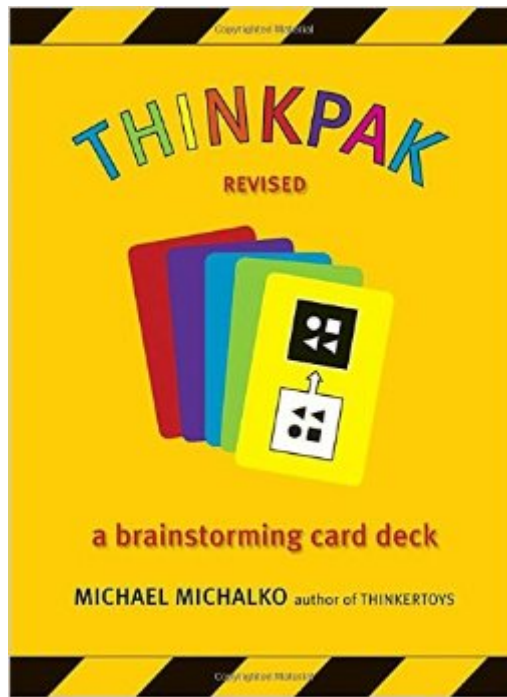


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# Thinkpak: A Brainstorming Card Deck



## 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 Michalko'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

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## 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 = Modify P = 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. SCAMPER. Cards No. 48 through 56 are techniques that help you evaluate your ideas. i.e. "evaluation" cards. What 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.

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