

# Elements of Creativity

To think creatively, you need the ability to do these seven things with your ideas:

S = Substitute

C = Combine

A = Adapt

M = Modify or magnify

P = Put to another use

E = Eliminate

R = Rearrange or reverse

For example, the person who created the idea of a smart phone device combined a camera, calendar, alarm clock putting several good ideas together to create another (combining).

Think of an example of each of the concepts contained in the SCAMPER mnemonic.

Substitute:

Combine:

Adapt:

Modify:

Put to another use:

Eliminate:

Rearrange: