



Potential for foreseeable outcomes

Potential for a lasting impact

Needs as desirable states

Obstacles as hindering factors

Useful principle

Individual insight level
gathers aspects that impact on or limit the subjective or personal scope of action.

I+ describes a subjectively perceived need, with a desire to meet it.

Example: Reduce packaging waste in day-to-day life

I- describes a difficulty that limits individual room for maneuver.

Example: Everyday products are often only available in packaging

Functional insight level
gathers aspects that are generated or obtained by certain procedures.

F+ describes a method or option with the intention of achieving a certain state.

Example: Opt for day-to-day products with minimal or reusable packaging

F- describes a reason or rule that influences the ongoing persistence of the individual obstacle.

Example: Packaging regulations favor portioning and a convenient purchase

Structural insight level
gathers aspects that significantly influence the extent to which changes are likely or unlikely.

S+ describes a system-relevant approach to be able to achieve a future target state.

Example: Packaging-neutral shopping is widespread and simply regulated

S- describes a logic or underlying principle that significantly determines the hindering factors.

Example: The focus is on selling packaging instead of reusing it

The useful principle arises from the further derivation of S- and S+:

1 Exaggeration:

How can the hindering influence of S- be exaggerated into the absurd?
Example: Buy something and only take the packaging home

2 Reverse exaggeration:

What is the opposite of this exaggeration? Example: Leave all the packaging in the store

3 Derive useful principle

What principle involves a reverse exaggeration that is useful in terms of achieving S+?

N+

describes an approach that is fundamental and conducive to change towards achieving the future target state.

Example: Understand and leverage business as a packaging transaction zone