



Case Study: Stop Putting The Knife Down

[**X**] Product

[] Process

[] Problem Solving

Step 1: Breakdown the Context

A kitchen has a countertop where someone preparing food works. The environment usually includes an oven and stove, bowls and containers, a pantry, and the implements that act on the food. Each implement, or cooking utensil, has basically two things: a working end which contacts and manipulates the food, and a handle the preparer is grasping.

Step 2: Breakdown the Purpose

The goal of this exercise was to reduce the number of implements changes so in order to make the process of preparing the food more efficient.

Step 3: Systematically Integrate and Iterate

Four implements were set side by side — knife, peeler, whisk, spatula — and one thing was the same in all of them: each had a handle, and every handle does the identical job. The difference between each implement was the working end, which is the part the cook is changing when they change from one implement to another. The knife and the peeler looked closest, so the first pass introduced the shearing edge of the peeler as a new interface to the blade of the knife combining their working ends. Any preparatory work that requires peeling and cutting won't require an implement change. The whisk and the spatula were also combined by introducing a rubber blade on one of the wires of the whisk which clears the bowl wall while it is still blending rather than afterwards.

About Our Case Studies

Our case studies introduce you to an application of **Leveraged Creativity™** applied to a product, process or problem. An application of **Leveraged Creativity™** can be either (a) generating a brand-new creative result or (b) analyzing an existing product, process or solution.

Leveraged Creativity™ has three main steps: (1) Breakdown the Context, (2) Breakdown the Purpose, and (3) Systematically Integrate and Iterate until you arrive at a solution (or decide there is no solution).

Leveraged Creativity™ invites us to find leverage points to make creative outcomes even better, and this is what makes **Leveraged Creativity™** stand out from random brainstorming; because defining context and purpose prime our thoughts to look in the right direction, and leverage points offer clues how to bridge the gap.

Leverage points are what make creative outcomes more significant and what makes everybody recognize a creative solution with an “Aha!” moment. If you are interested in learning this process at a deeper level and applying to your take your high-value ideas as high as possible, visit [Leveraged Creativity™](http://www.leveragedcreativity.com).

Leverage Point

... introduced the shearing edge of the peeler as a new interface to the blade of the knife ...

The Outcome

Two implements from where there were originally four. A knife that also peels, and a whisk with one wire carrying a scraping blade. Time is saved as the cook need not change cooking utensils to do more than one job.

The Leveraged Creativity™ Lesson

Introducing interfaces and augmenting the purpose of a creative result are two of the leverage points taught in Leveraged Creativity™.



[You can find an interactive demo here](#)

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There's More To Leveraged Creativity™

Step 1: Breaking Down The Context involves much more than just stating the problem; it entails mapping out all the contextual parameters in the problem while noting each individual function of each interface and element attribute connected to the context. If that sounds complicated, it can be, but Leveraged Creativity™ explains how to do this systematically.

Step 2: Breaking Down The Purpose is pretty straight forward and usually very direct and simple, but there are hidden ways to break it down that facilitate more subtle understanding of the problem you're working on. Leverage Creativity™ has a way to bring those subtleties out in a systematic way as well.

Step 3: Systematically Integrating And Iterating to find a solution is where Leverage Creativity™ shows you how to bridge the gap *in the context* (the when and where) *for the purpose* (the why) and come to a *creative result or solution* (the what). The method Leverage Creativity™ uses is based on finding leverage points and using them in the pursuit of high-value ideas.

If this interests you, visit us at www.leveragedcreativity.com

Notes

While this was done as an exercise in applying Leveraged Creativity™ it was found that there are products out in the market like this already, but they were not used as inspiration or reference to start this exploration. It was only after the fact that these products were discovered. So, the derived results would not be candidates for utility patents unless there was specifically some novel portion that could be found and differentiated from the existing inventions.

Leveraged Creativity™ is about the creative process, not deciding the patentability of what you create. For matters related to patentability and patent protections, consult your choice of legal professionals.

