



Case Study: Staple The Same Spot Every Time

[**X**] Product

[] Process

[] Problem Solving

Step 1: Breakdown the Context

A stapler fastens sheets together. When a person staples, they press a handle which takes the force and passes it to a mechanism that pushes a staple through the sheets. A magazine presents the staples to the mechanism one at a time, and there is a base which the sheets rest upon. That base also has a special form affixed which closes the staple's legs underneath, and a frame holds it all in alignment.

Step 2: Breakdown the Purpose

The goal was to position staples uniformly — the same place relative to the stack, every time aiming the staple at a repeatable point the same way each time.

Step 3: Systematically Integrate and Iterate

How to place the sheets in the same place each time? One answer is a stop inside the stapler, something to say how far the sheets may travel, but a stop cannot sit beneath the handle arm without stopping the stapler closing. A printed mark instead? That leaves the judging with the person, and the judging is the thing that varies. So the setting itself was reconsidered and the answer moved to the context outside the stapler: a plastic cradle the stapler sits in, with two adjustable walls at right angles to one another, cut away

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™.

Leverage Point

As sheets of paper are pushed in, the walls regulate where they are pushed, and a stack that goes in crooked is straightened automatically.

beneath the handle and magazine so nothing collides. As sheets of paper are pushed in, the walls regulate where they are pushed, and a stack that goes in crooked is straightened automatically.

The Outcome

The stapler drops into the cradle and the sheets are pushed into place against two walls. The eye no longer judges the distance, and the correcting happens as the sheets go in rather than after.

The Leveraged Creativity™ Lesson

Considering a wider context than just the stapler and introducing a the self-regulating feedback found in the cradle's walls are two of the leverage points taught in Leveraged Creativity™.



[Checkout the interactive render of this here!](https://www.leveragedcreativity.com)

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A Retrospective On This Case Study

What the correcting the walls do was not new. Before the cradle, the person's own eyes were doing it — look, nudge, look again, staple when it seems close enough. The cradle walls took it over what was a regulating feedback loop already found in the eyes, hands and judgment of the person stapling.

Originally, the problem was described as a hand placing sheets and working the stapler and nothing else, but, described that way, there was a type of blindness to the larger context where the person stapling plays a key role in aligning staples.

This is worth highlighting because it shows the method itself can be self-correcting. A fuller account of what the person was already doing could have made this move easier to find initially — a lesson about describing the context when applying Leveraged Creativity™, not about staplers.

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

