The SCAMPER Scaling Exercise

Your 15-Minute Guide to Breakthrough Ideas for Small Business Growth

Welcome to the New Way Growth Innovation Matrix

Welcome! This exercise is designed to cut through operational noise and help you generate immediate, high-leverage ideas for growth, marketing, and efficiency. As a small business owner, you are time-constrained and risk-averse; this systematic exercise ensures you spend your limited time focusing on concepts that truly matter.

The Promise: In 15 minutes, you will generate at least seven actionable concepts for scaling your business.

Instructions:

1. Identify one product, service, or process in your business that you want to improve or scale.
2. Use the seven SCAMPER prompts below to force creative solutions.
3. Write down *every* idea—no matter how small or radical it seems.

SECTION 1: The SCAMPER Growth Framework

SCAMPER is a creative brainstorming technique that forces you to challenge the assumptions and limitations of your existing business model. By asking these structured questions, you move beyond incremental changes toward systematic innovation.

SCAMPER Action	Small Business Focus Area	Strategic Guiding Questions	Generated Idea (The Breakthrough Concept)
S: Substitute	**Budgeting & Resource Allocation**	**1.** What expensive human labour or traditional process can we **substitute** with low-cost digital tools or automation systems? **2.** What expensive marketing channel (e.g., paid ads) can be **substituted** with organic content or partnership efforts? **3.** What materials or components can be **substituted** to maintain quality while reducing overhead?	
C: Combine	**Efficiency & Value Bundling**	**1.** How can we **combine** two separate services or products into a new, high-value bundle that solves a larger customer problem? **2.** What two processes (e.g., customer service and sales follow-up) can be **combined** to streamline relationship building? **3.** Can we **combine** multiple vendor/software licenses into one comprehensive platform for cost savings?	
A: Adapt	**Competitive Differentiation**	**1.** What processes or ideas could we **adapt**, copy, or borrow from a *completely different* industry context to solve our specific scaling challenge? **2.** What element of a successful competitor's approach could we **adapt** and integrate, but with a unique twist? **3.** Can we **adapt** our target group or context to tap into an under-served niche?	

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M: Modify (Magnify/Minify)	**Value Enhancement & Market Reach**	**1.** How can we **magnify** the one exceptional result our clients receive (e.g., faster results, stronger guarantee) to attract a higher-ticket clientele? **2.** In what ways can we **minify** the complexity of our service delivery to simplify the customer journey and reduce operational strain? **3.** What characteristics of our offering could we change to appeal to a larger market segment?	
P: Put to Other Use	**Asset Maximisation & New Revenue Streams**	**1.** What internal operational knowledge (e.g., training manuals, systems checklists) could be **repurposed** and sold as a separate, low-ticket digital product? **2.** What benefits might be gained by **utilising** our existing product/service framework in a different, unexpected field (e.g., B2C framework applied to B2B)? **3.** How can our current team capacity be **put to use** during slow periods (e.g., proactive customer outreach)?	
E: Eliminate	**Time & Resource Management**	**1.** What complex steps in our fulfilment or onboarding process are non-value-add and can be **eliminated** entirely to reduce team burnout and improve efficiency? **2.** What report, meeting, or administrative task takes up significant time but provides limited actionable insight? **3.** What costly features or components generate minimal customer satisfaction and should be **removed** to streamline focus?	
R: Reverse/Rearrange	**Process Engineering & Customer Acquisition**	**1.** What if we **reversed** the typical customer journey, leading with proof/guarantees instead of initial features? **2.** How can we change, **reorder**, or **interchange** the core components of our operational process to resolve our biggest bottleneck? **3.** What would happen if we **reversed** our cash flow cycle (e.g., requiring pre-payment or retainers)?	

SECTION 2: Prioritisation & The Implementation Gap

You now have a powerful list of ideas. The key to scaling is not just having great ideas but having a systematic plan to implement them. Use the matrix below to find your most valuable concepts.

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A. Your Top 3 Ideas

Select your top three ideas from the matrix above and evaluate them based on Feasibility (can you do it with current resources?) and Impact (will it move the needle?).

Idea	SCAMPER Pillar	Impact Potential (High/Med/Low)	Feasibility/Ease (High/Med/Low)
1.			
2.			
3.			

B. Defining the Challenge

For the idea that offers the **Highest Impact** but has **Medium or Low Feasibility**, answer the following:

Challenge Prompt	Your Response
The Scaling Constraint: What *specific* resource (time, capital, expertise) is preventing you from implementing this high-impact idea immediately?	
The Biggest Unknown: What is the single biggest strategic question or unknown that, if solved, would unlock this idea?	

NEXT STEP: Turn Your Ideas into Guaranteed Execution

You have successfully generated the blueprint for growth. Congratulations.

However, complex, high-impact ideas (especially those you ranked as *Low Feasibility*) often fail during self-implementation because the small business owner lacks the **strategic infrastructure, resources, and accountability** to execute successfully.

We exist to close that gap.

Don't let your best SCAMPER ideas gather dust due to conflicting priorities, resource overwhelm, or fear of failure. Leverage our expertise to build a risk-mitigated, step-by-step roadmap for guaranteed results.

Secure Your Growth Strategy Session

In this 60-minute session, we will take your top SCAMPER ideas and build a 30-day prioritised execution roadmap, specific to your resource constraints: Click Here to Schedule Your Strategy Session