

Fiba Members' lunch 21/4/2009



Tools for creative thinking

We are living in exponential times

“We are preparing students for jobs that don’t exist yet using technology that hasn’t been invented in order to solve problems that we don’t even know are problems yet !”



NO MAGIC FORMULAS

for thinking creatively

But, some tried and tested methods to help break out of a stalemate situation



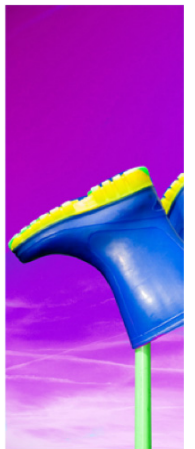
The process

- Stimulation - train up positive thinking
- Group dynamics
- Production - brainstorm
- Nurture - fertilise ideas
- Selection - extract pertinent ideas
- Evaluation - test and put into action

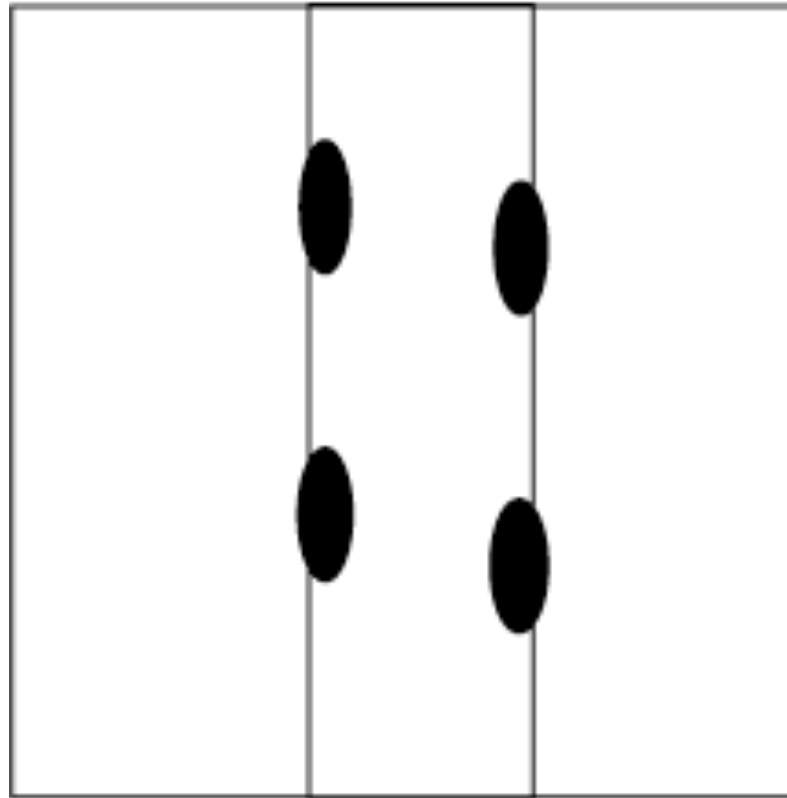


GIVING A MEANING TO ABSTRACT
FORMS IS A MEANS OF JUMP
STARTING YOUR IMAGINATION
AND EXERCISING YOUR VISUAL
THINKING SKILLS

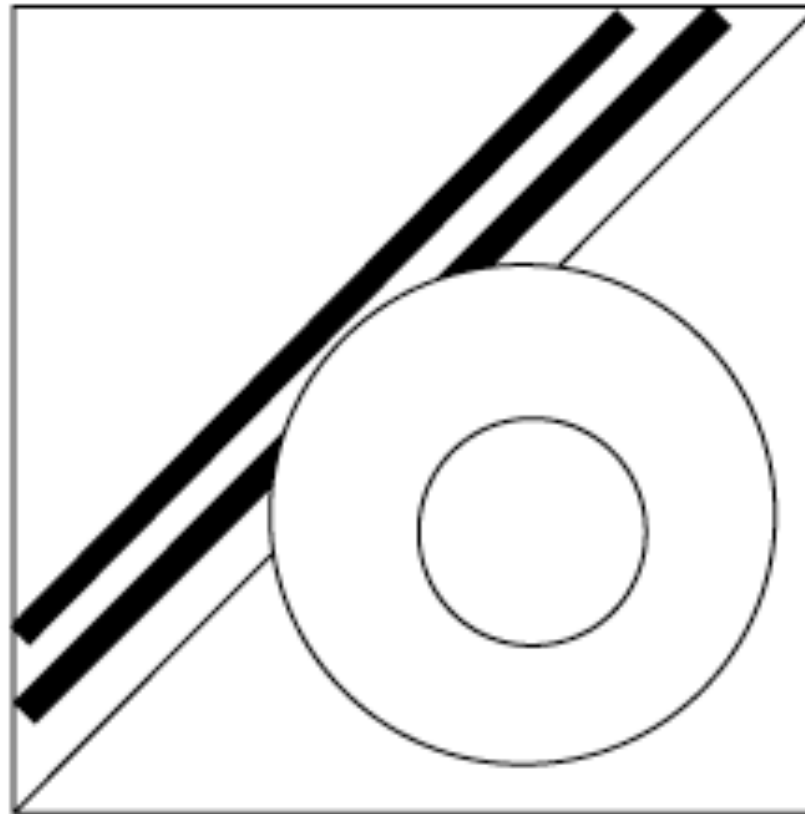
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WHAT IS THIS ?



AND THIS ?



BEING IRRATIONAL IS OFTEN A
PREREQUISITE TO CREATIVE
THINKING AND ORIGINALITY

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What keeps us in our comfort zone ?

F.E.A.R

- False Evidence Appearing Real

« You can't solve your problems using the same thinking that caused them in the first place ! » Michael Heppell

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Rules

- Define the problem.
IDENTIFY THE FACTS *IN WRITING*
- **Imagine** yourself in situation once the problem has been resolved.
- **Draw or write** down the image you see
- **Banish** negative thought
- **Question** assumptions - continually
- Have **fun**



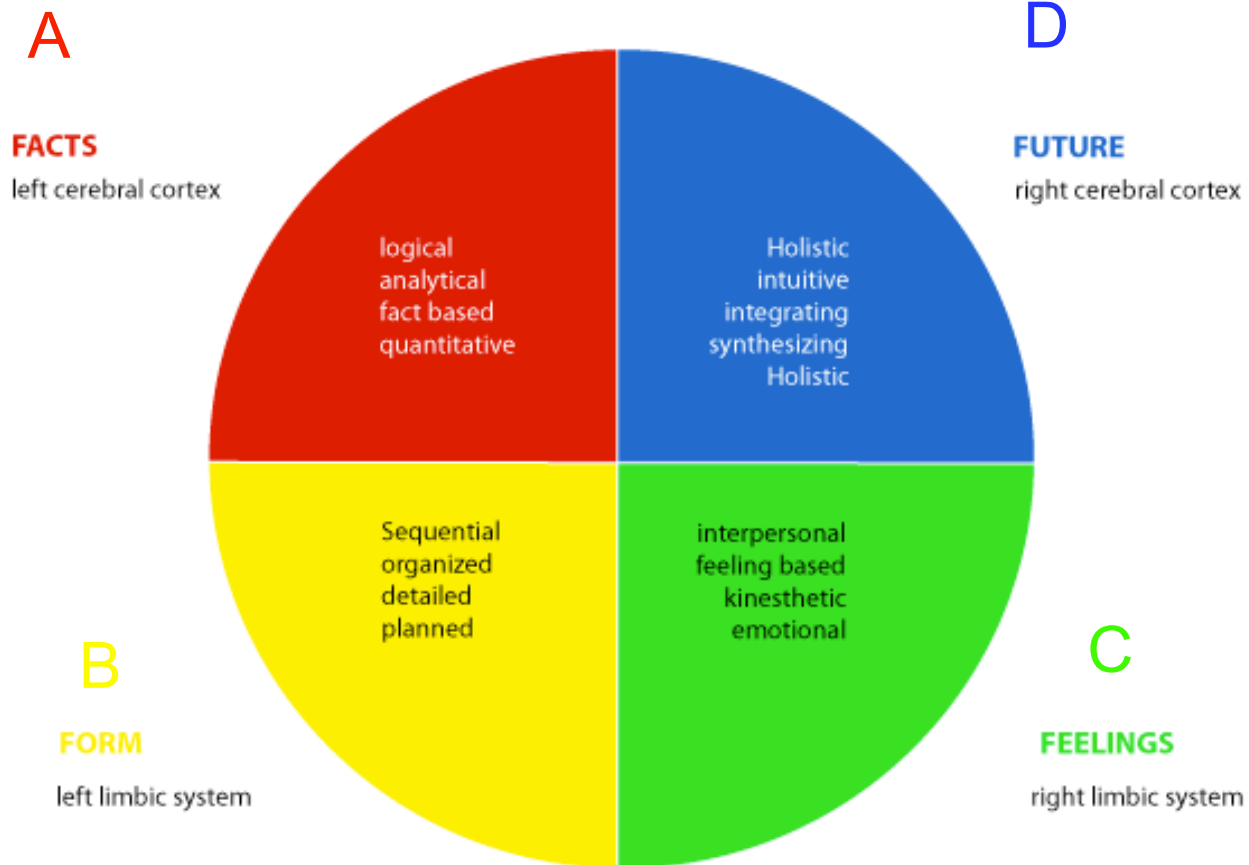
Failure is an event
NOT a person

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WHOLE BRAIN MODEL

NED HERRMANN



Ned Hermann's whole brain thinking - creative problem solving

- **A Quadrant (LEFT CEREBRAL CORTEX) : Analytical thinking.**•
- Key word: **logical, factual, critical, technical and quantitative.**•
- Preferred activities: collecting data, listening to informational lectures, reading textbooks. Judging ideas based on facts, criteria and logical reasoning.

- **B Quadrant (LEFT LIMBIC SYSTEM): Sequential thinking.**•
- Key word: **conservative, structured, organised, detailed, and planned**
- Preferred activities: following directions, repetitive detailed homework problems, time management and schedules.

- **C Quadrant (RIGHT LIMBIC SYSTEM): Interpersonal thinking.**•
- Key word: **kinaesthetic, emotional, spiritual, sensory, feeling.**•
- Preferred activities: listening to and sharing ideas, looking for personal meaning, sensory input, and group study.

- **D Quadrant (RIGHT CEREBRAL CORTEX): Imaginative thinking.**•
- Key word: **Visual, holistic, intuitive, innovative, and conceptual.**
- Preferred activities: Looking at the big picture, taking initiative, simulations (what if questions), visual aids. Appreciate beauty of a problem, brainstorming.

Profile limitations

<p>Dominant left cortex</p> <p>Difficulty in validating ideas that are non quantifiable Reluctance to use guess work Only want to put forward tried and tested formulae</p>	<p>Dominant right cortex</p> <p>Unable to prioritise Difficulties in developing ideas past the initial stage Lack of pragmatisme</p>
<p>Dominant left limbic system</p> <p>Gets bogged down in details Difficulty in avoiding the norm Focussed on rules</p>	<p>Dominant right limbic system</p> <p>Overly concerned about what others think Feels misunderstood or ignored Difficulty in getting past the feeling stage (like/doesn't like)</p>

Ideal situation

- Create teams of people who collectively cover the 4 profiles - sometimes using only 2 profiles at a given time
- Where this is impossible, use methods to develop the particular discipline required for the creative process



TOOLS

Edward de Bono's Six Thinking Hats method:

- One thinking mode at a time instead of trying to do everything at once
- Establishes rules for thinking and provides roles to play



TOOLS

Edward de Bono's Six Thinking hats method

- White hat - pure facts figures and information
- Red hat - emotion and feelings, hunch and intuition
- Black hat - negative judgement, devils's advocate
- Yellow hat - positive, construction, opportunity and optimism
- Green hat - creative, fertile, growth, movement, provocation
- Blue hat - control, orchestration, thinking about thinking and the process



It is easy to listen to a new
idea and say « why? » It is
more exciting to listen and
say « why not ?

Charles Handy



« The **greatest** danger for most of us is not that our aim is too high and we miss it, but that it is **too low and we reach it...** » Michelangelo



Rachel Maury
TwinFish Design
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