



Broadening ideas

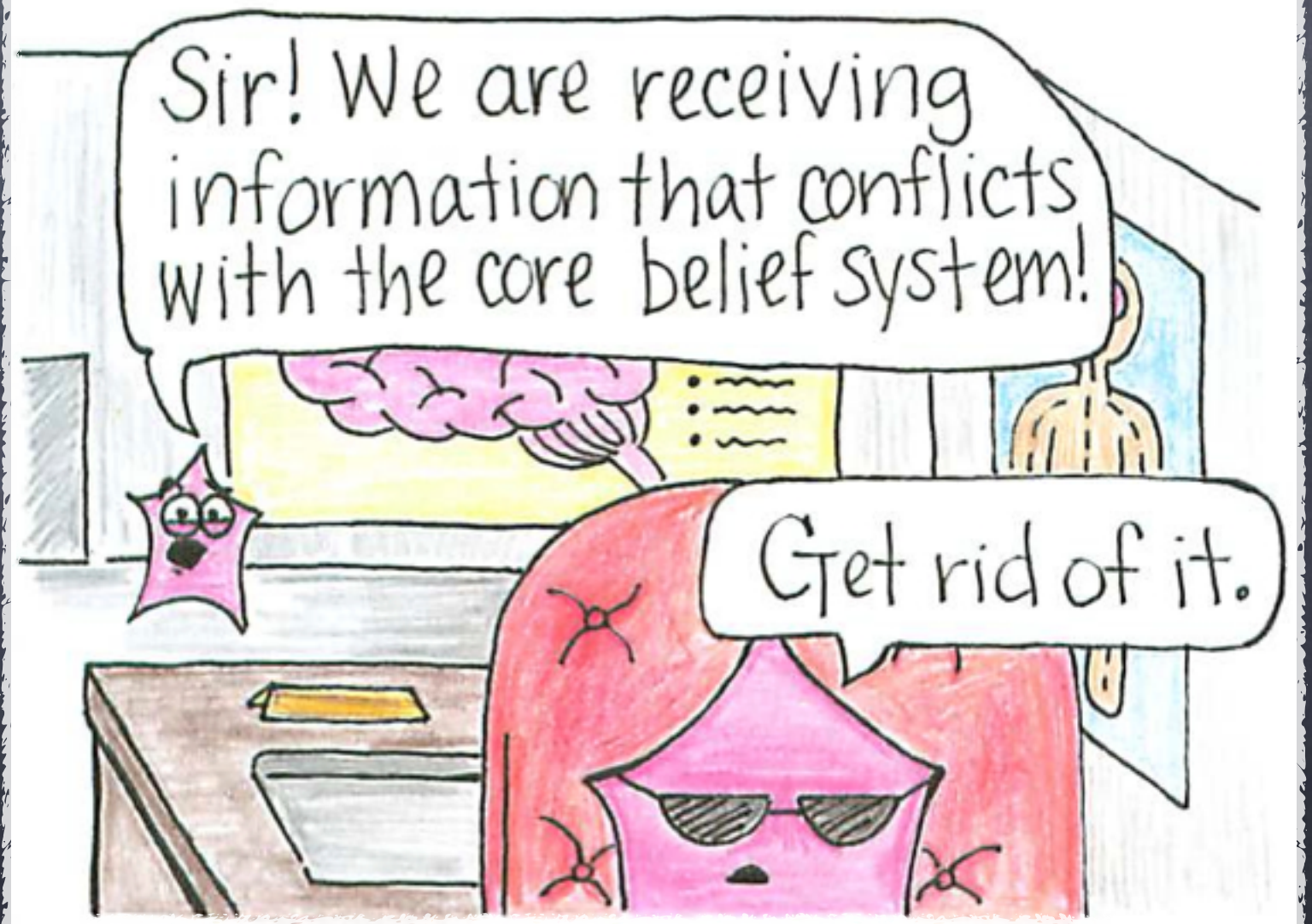
We're going to work at
being creative today

If things go
according to
plan, you'll
hate at least
one of the
things I ask
you to do...



Why it's so hard to
think differently

Unfortunately, this is
how the Brain works:



Beatrice the
Biologist

Let's start with the ideas in the room

- Two minute pitch from each idea poster and anyone else
- Working in teams I'll form initially
- Working I'm teams I'll form secondarily
- Handing over to you...

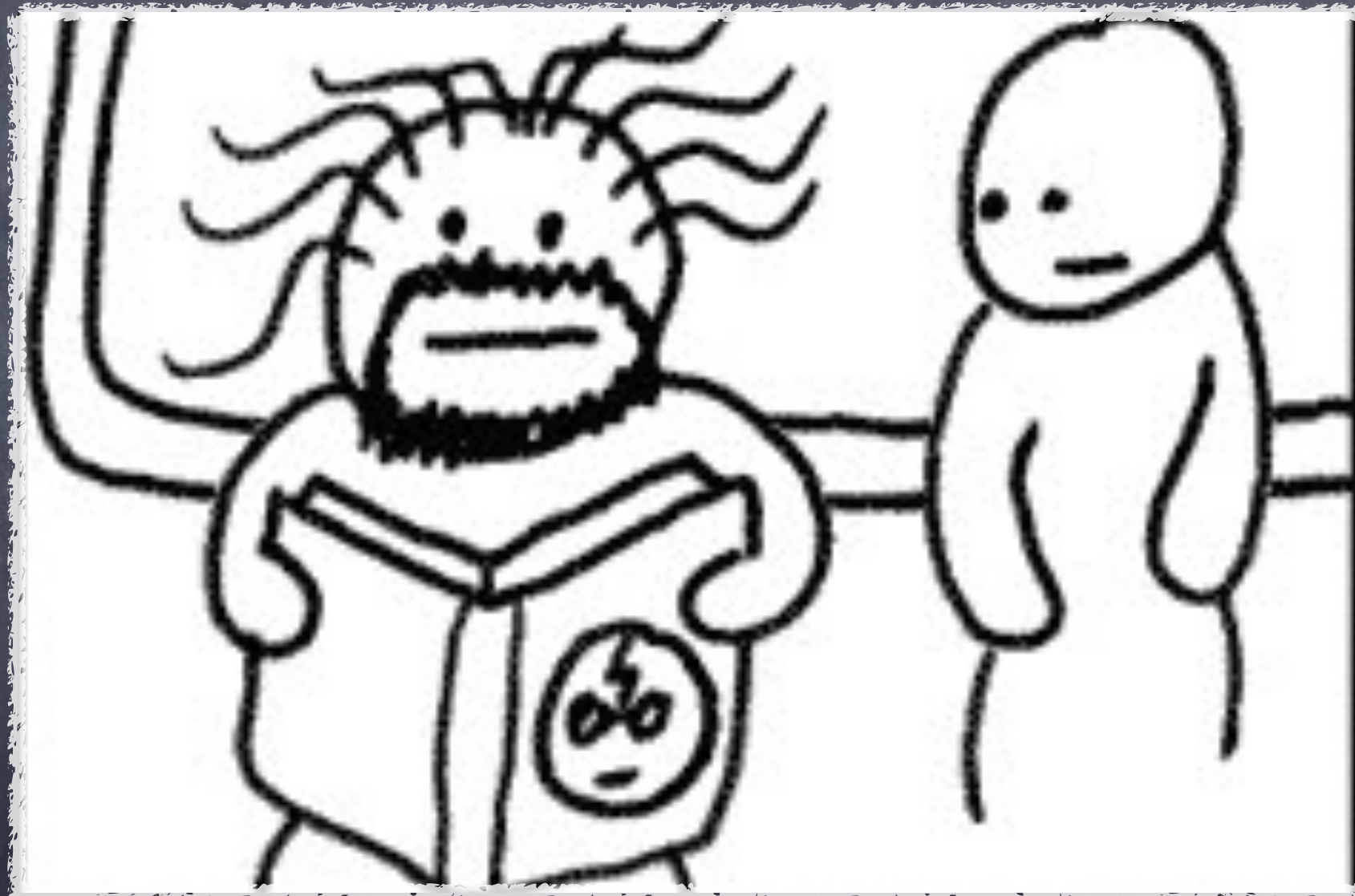
Creativity techniques

- THINKING HATS
- RANDOM INPUT
- NEW HORIZONS

Divergent thinking

- Early stage
- About suspending judgement
- Being creative
- Open minds
- Asking questions
- Challenging assumptions

Borrowing behaviours



Derek Lieu

What do creative people do differently?

© Shinton Consulting Ltd 2011



PSD graphics

They
constantly
collect, collate
and organise
information



They have
lots of
rubbish
ideas



We're now
going to
combine
these to
organise
what is in
your head
and to
have some
rubbish
ideas



Ten minutes

100 ideas

Write down anything
that enters your
head...

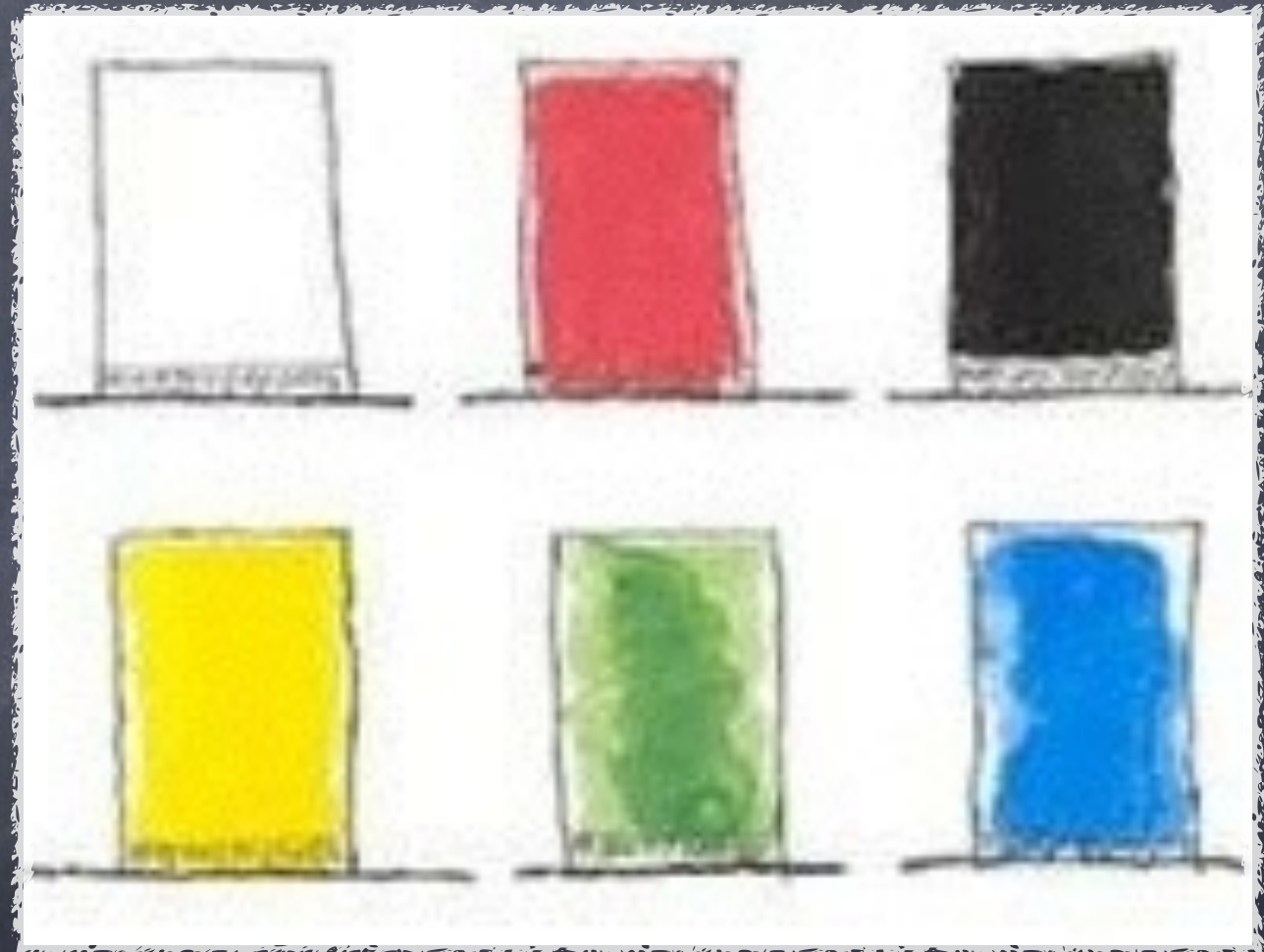
I got this idea from

<http://imulus.com/blog/category/outside-the-box/>

Creative thinkers

In any field it is possible to be imprisoned by a web of concepts and perceptions. Each one is dependent on another so change is very difficult. In any case why should one want to change something which seems satisfactory.

It is useful sometimes to explore this web of concepts and perceptions not because of dissatisfaction but out of curiosity. Is it possible to look at things in a different way?



Edward de Bono
23rd November 2010

Six thinking hats

What are my powers when wearing each hat?



Asking questions:

- What do we know?
- What do we need to know?
- How do we get this information?



Expressing emotion:

- What are my gut feelings?



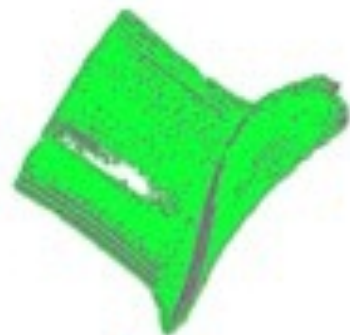
Judging:

- What are the difficulties & weaknesses?



Being optimistic:

- What are the strengths & opportunities?



Being creative:

- New ideas?
- New opportunities?
- How can it be improved?



Thinking about thinking:

- What's been learned?
- What's next?

Extra notes on thinking hats

<http://johnkapeleris.com/blog/?tag=creative-thinking>

<http://guruinabottle.brandrepublic.com/2013/05/27/the-power-of-colour/>

<http://www.onlineopinion.com.au/view.asp?article=7957>

<http://www.thethinkingbusiness.com/mind-mapping/mind-map-gallery/sixhats>

Random input

- New groups!
- Describe the object
- Return to your problem and relate it to the attributes of the object



What's your approach?

These are all ways of being creative - what's yours?

- Challenge assumptions
- Talk to people
- Base solutions on experience
- Reflect on problem before acting
- Try to build theories or ideas
- Get started quickly
- Favour practicality or imagination
- Think about how people will be objective
- Logic or emotion
- Structured & linear or Random & disconnected
- Good at finishing
- Good at starting

Look for experts

Do research

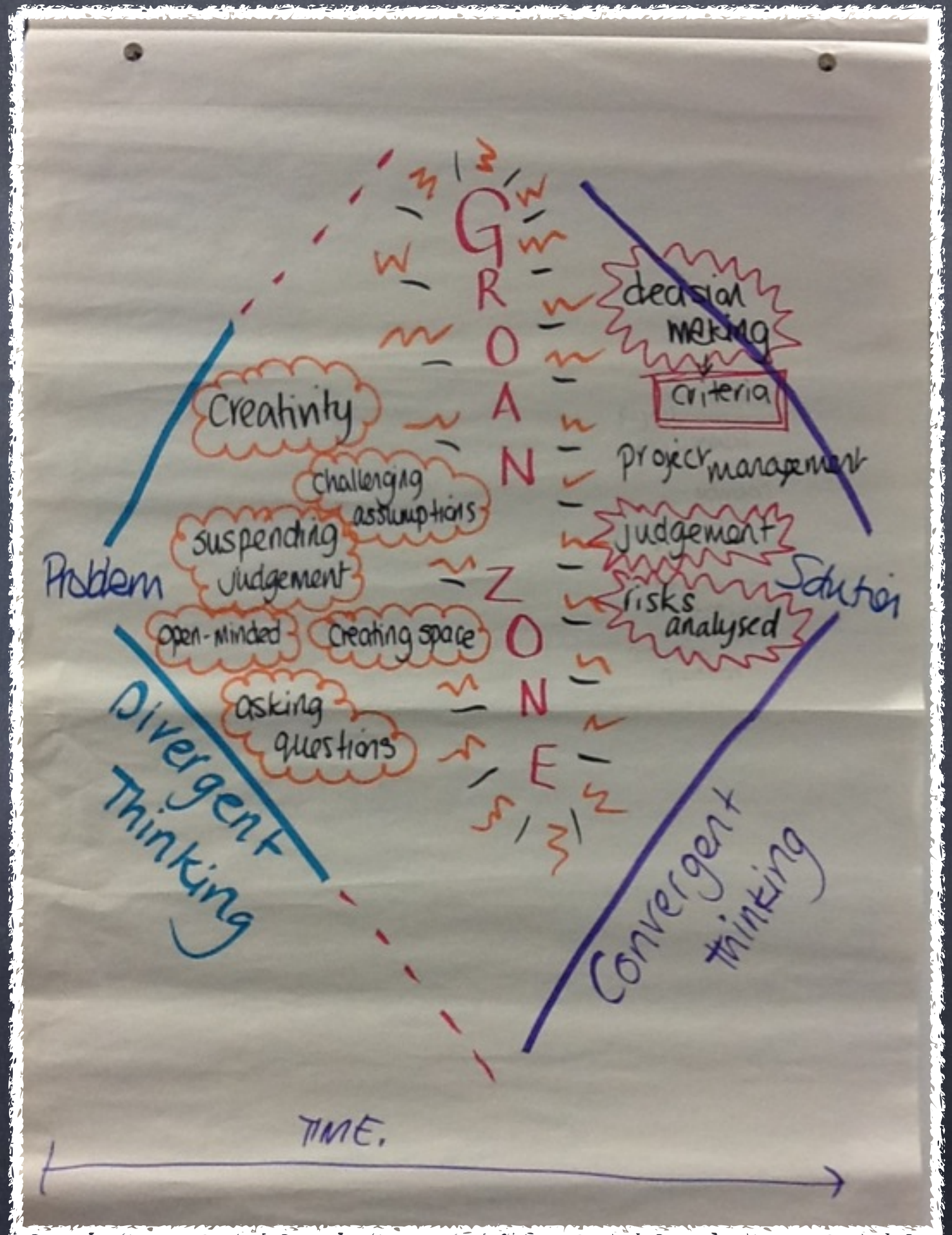
Think have I done this before?

Multiply or transform the problem

Change parameters

Solving a problem

- Convergent & divergent.



Being open-minded to other perspectives
Respecting other opinions and ideas
Talking about your ideas using accessible language

Behaviours

The T shaped
approach

specialism

Your expertise
Your background
Having confidence in
your opinions

Promoting convergent thinking

- Have criteria to select the best option
- Weight the criteria to reflect the best outcome

Moving towards the solution

- Project management techniques will help you to achieve a solution

Project management

- Map out the different aspects of your idea (use a mind map)
- Think about what resources you'll need to achieve the solution
- Analyse the risks involved
- Think about minimising impact and likelihood of these risks
- Add detail to your map of the solution
- Introduce time by preparing a Gantt chart
- Use the Gantt chart to monitor progress
- At the end review your approach and reflect on what you could improve

Resources

- www.vitae.ac.uk

- The creative researcher, the balanced researcher

- www.businessballs.com

