# Breakthrough Thinking

## HOW TO BECOME DELIBERATELY CREATIVE
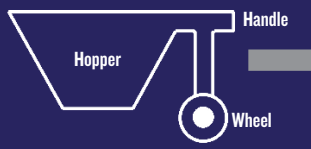
### BREAK HABITS
#### See the World in a New Way

- How else can I do this?
- What if?
- How can I use something that doesn't fit with this at all?

**DESIGN FOR A NEW WHEELBARROW**

Handle · Hopper · Wheel → hippo roller

### EVALUATE IDEAS TO BUILD
#### Do Not Destroy Ideas

**PPC: PLUSES, POTENTIALS & CONCERNS**

**CONSIDER PLUSES AND POTENTIALS FIRST**
What do you like about an idea?
What opportunities might result?

**PHRASE CONCERNS AS QUESTIONS**
How to...?
How might...?

**DON'T BE A CROC!**

**REPTILIAN RESPONSE TO NEW IDEAS**
Eat it! Attack it! Run from it! Mate with it!
Doesn't see it at all!

### GENERATE LOTS OF IDEAS
★ Defer Judgment ★ Strive for Quantity
★ Seek Wild & Unusual Ideas ★ Combine & Build on Other Ideas

### FORCE CONNECTIONS
#### Connect Things that Don't Relate to Each Other

Suitcase + Elephant
Suitcase + Telephone
Suitcase + Scooter

**WARM-UP**
Make an association between your problem and a totally unrelated object or situation in order to create a new idea.
**Improve a Bathtub**

"Let's get one thing clear right now, shall we? There is no Idea Dump, no Story Central, no island of the Buried Bestsellers; good story ideas seem to come quite literally from nowhere... two previously unrelated ideas come together and make something new under the sun." — *Stephen King*

### FAILURE = LEARNING
#### Trial & Error to TRIAL & LEARN

"I have not failed 700 times. I have succeeded in proving that those 700 ways will not work. When I have eliminated the ways that will not work, I will find the way that will work."
-- *Thomas Edison*

"I've got to develop nine prototypes that go nowhere to make one that goes to production for big money. Only the place that tolerates failure gives rise to the thinking that results in success." -- *Burt Rutan*

"I look forward to failure as a learning experience. Nine out of ten things that I work on fail, but the one that works pays for the other nine." -- *Wilson Greatbatch*

"I have not failed. I've just found 10,000 ways that won't work" -- *Thomas Edison*

### ROLES IN CREATIVE PROBLEM SOLVING

**Facilitator** PROCESS EXPERT
**Client** CONTENT
**Resource Group** GENERATES ON CONTENT

How you describe your problem will determine how you solve it:

"We don't have enough money." vs. "How to raise money?"
"It's too expensive." vs. "How might we reduce the cost?"

Statements block your thinking.
Questions provoke you to think of potentional solutions.
Rephrase all challenges:
"How to...? or "What might be all the...?"

### STICK 'EM UP BRAINSTORMING

Write It! · Say It! · Hand It Up!

### BRAINWRITING

| 1 | 2 | 3 |
|---|---|---|
| 1 | 2 | 3 |
| 1 | 2 | 3 |

**3 Ideas & Go!**

### CPS PROCESS

1. **CLARIFY** Identify the Challenge
2. **IDEATE** Generate Ideas
3. **DEVELOP** Bring Ideas to Life
4. **IMPLEMENT** Give Ideas Legs

The FourSight Model
Nielsen & Thurber (2010) based on the work of Puccio & Miller (2003)

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