

# Creative Thinking

Is that really possible at work!





# What is Creativity

- Write down as many words as you can in one minute that you can associate with Creativity
- These can be names of people, nouns, verbs, adjectives...



# Are You creative?

- How many of us believe we are creative?

# Activity

## Doodle Exercise



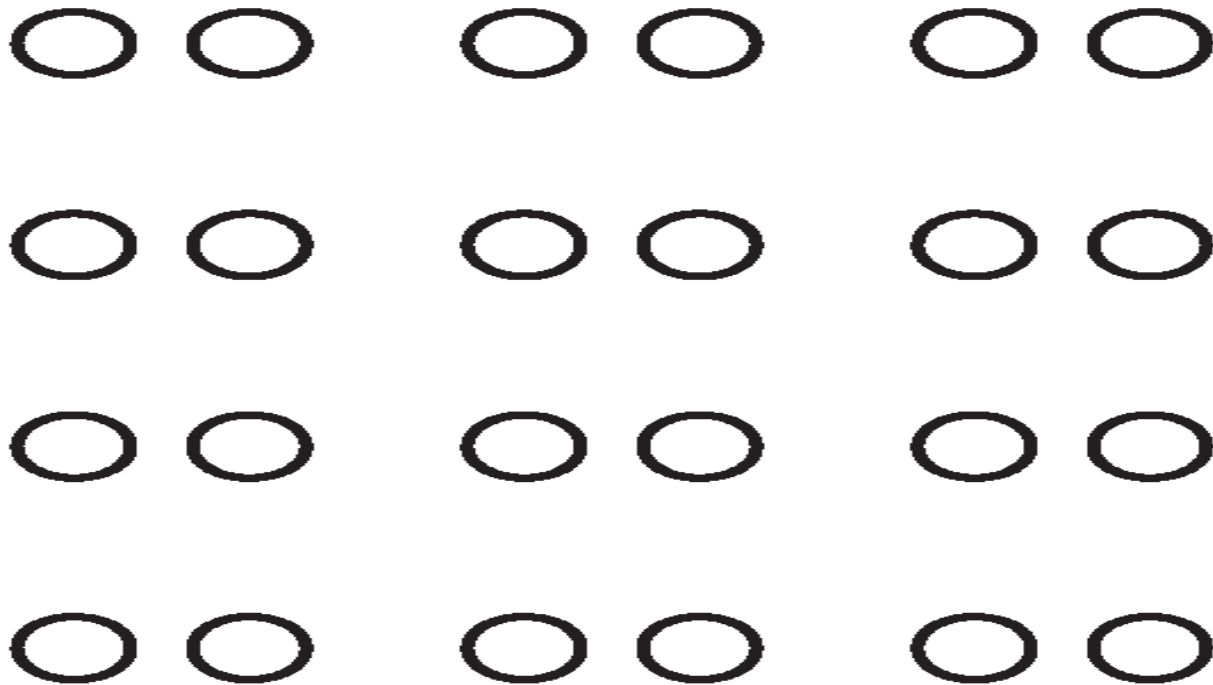


# Doodle Exercise

- Use each pair of circles to create an image each on the paper
- It can be anything
- Let your thoughts have no barriers
- Time ten minutes



Your time Starts now





# Tools for Creative thinking

- Brainstorming
- Reverse Brain Storming
- Block and tackle exercise
- Random Word Technique
- Discontinuity Principle





# Brainstorming

- Brainstorming is a great technique for generating creative ideas.
- Generally performed in groups, it's a fun way to get lots of fresh ideas out on the table and get everyone thinking and pulling together.
- Invented by Alex Osborne





## Reverse Brainstorming

- Reverse brainstorming helps you solve problems by ***combining brainstorming and reversal techniques***. By combining these, you can extend your use of brainstorming to draw out even more creative ideas.
- Reverse brain-storming is a good technique to try ***when it is difficult to identify solutions*** to the problem directly



# Application Principle

- To use this technique, you start with one of two "reverse" questions:
  1. Instead of asking, "***How do I solve or prevent this problem?***" ask, "***How could I possibly cause the problem?***"
  2. Instead of asking "***How do I achieve these results?***" ask, "***How could I possibly achieve the opposite effect?***"

# Activity

## Reverse Brainstorm





# Instructions

- Form groups
- Choose one of the problem situations from the individual brainstorming exercise
- Reverse the problem situation.
- Brainstorm the new situation.
- Identify and present the solution.
- Time: 15 minutes.

# Contact Information

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