CREATIVE PROBLEM-SOLVING
How DO we solve problems?

Because our minds cannot cope with the intricacies of complex problems, we settle for partial solutions, thus tending to oversimplify.

How SHOULD we solve problems?

- Keep an open mind.
- Analyze the situation by breaking down the problems into smaller parts.
- Structure your findings.
Why is Problem Solving so Challenging?

Analysis is the core element of efficient problem solving. However, human beings tend to avoid Analytic Structure as we are not taught those techniques at early ages.

The Thinkers Toolkit by Morgan D. Jones, 1995
© Copyright 2009, MMM Training Solutions
What is Structuring?

- Structuring is to analysis what a blueprint is to building a house, it is like a road map for a trip.
- It helps the mind make sense out of complex problems.
- It allows us to compare and weigh one element against another.
- It focuses on one element at a time.

Source: The Thinkers Toolkit by Morgan D. Jones, 1995
Attitudes That Kill Creative Ideas

- Not practical for operating.
- Don’t be ridiculous.
- It isn’t in the budget.
- We tried that before.
- We don’t have time.
- We’ve never done it before.
- We’ll be the laughing stock.
- That’s not out problem.
- Can’t teach an old dog new tricks.
- You’re two years ahead of your time.
- That beyond our responsibility.
- It’s too radical a change.
- We tried that before.
- Top management will never go for it.
- It costs too much.
- Has anyone else tried it?
- Let’s form a committee.
- Are our competitors doing it?
Creative Problem Solving Tools

- Problem Restatement Technique
- SWOT Methodology
- Pareto Principle
- Brainstorming
Problem Re-statement
Problem Re-statement

- The aim of problem re-statement is to:
  - Broaden our perspective of a problem, not to solve it;
  - Help us identify the central issues & alternative solutions;
  - Increase the chance that the outcome our analysis produces will fully, not partially, resolve the problem.

The Thinkers Toolkit by Morgan D. Jones, 1995
Techniques for Problem Restatement

_Initial Statement:_ “How to make employees come to work on time?

**WHY?** Because if they are late they are not very productive.

_Restatement:_ How can we make employees more productive?

**WHY?** Because they can meet deadlines on time.

_Restatement:_ How do employees meet deadlines on time?

**WHY?** Because if we are late the customer becomes dissatisfied.

_Restatement:_ How can we satisfy our clients?

**WHY?** Because if clients are angry we cannot retain them.

_Restatement:_ How to meet deadlines and satisfy our clients?
Pareto Principle
80:20 Rule or Pareto Principle

This rule argues that typically 80% of unfocussed effort generates only 20% of results. The remaining 80% of results are achieved with only 20% of the effort.
Great Inventors

- Airplane, Wright Brothers - Aeronautical Engineers?
- Bicycle mechanics
- Submarine design, G. W. Garrett - Nautical Engineer?
- Clergyman
- Cotton Gin, Eli Whitney - Mechanical engineer?
- Attorney
- Fire extinguisher, George Manby - Chemical engineer?
- Captain of the militia
Contact Information

MMM TRAINING SOLUTIONS
59/29, College Road,
Nungambakkam, Chennai – 600006.
Landline: +91-44-42317735
Website: www.mmmts.com

Pramila Mathew - CEO and Executive Coach
Mobile: +91-9840988449; E-mail: pramila.mathew@mmmts.com

Vikas Vinayachandran - Manager & Training Consultant
Mobile: +91-9840932894; E-mail: Vikas@mmmts.com