

Six Thinking Hats

Group 9

A mental training model developed by Dr. Edward DeBono, the "Father of Creative Thinking."

"Hat" reflects the user's current thinking focus. Only by looking at the same problem from six different angles can you come up with the best solution. We will introduce the application of the Six Thinking Hats method in structured innovation through an example.

White Hat (Information)

- GATHER AND ANALYSE SALES DATA TO DETERMINE THE EXACT FIGURES OF THE DOWNTURN.
- CONDUCT CUSTOMER SATISFACTION SURVEYS TO GAIN DIRECT FEEDBACK FROM PATRONS.
- RESEARCH MARKET TRENDS AND COMPETITORS' STATUS TO UNDERSTAND THE BROADER MARKET DYNAMICS.

Red Hat (Feelings, Intuition)

- STAFF MIGHT FEEL UNEASY DUE TO THE DOWNTURN, WORRYING ABOUT JOB STABILITY.
- REGULAR CUSTOMERS MIGHT BE DISSATISFIED DUE TO CHANGES IN THE MENU OR A DROP IN SERVICE QUALITY.
- PROPRIETORS MAY FEEL UNCERTAIN ABOUT FUTURE BUSINESS TRENDS.

1

2

SCENARIO SETTING:

A ONCE-POPULAR LOCAL PIZZERIA HAS RECENTLY NOTICED A DECLINE IN SALES AND CUSTOMER RETENTION AND NEEDS TO IDENTIFY THE ISSUES AND DEVISE STRATEGIES TO RECOVER ITS PERFORMANCE.



Blue Hat (Process Organisation)

- DESIGN THE PROCESS OF THE MEETING TO ENSURE THAT EACH HAT'S WAY OF THINKING IS SYSTEMATICALLY EMPLOYED.
- SYNTHESISE ALL PERSPECTIVES TO FORM AN ACTION PLAN.
- REGULARLY REVIEW OUTCOMES AND ADJUST THE PLAN AS NECESSARY.

Black Hat (Judgement, Caution)

- CONSIDER THE IMPACT OF RISING COSTS, CHANGES IN CUSTOMER DEMAND, AND THE THREAT FROM NEW MARKET ENTRANTS.
- ANALYSE WHETHER THERE ARE INEFFICIENCIES IN THE INTERNAL OPERATIONS PROCESS.
- IDENTIFY POTENTIAL LEGAL RISKS, SUCH AS COMPLIANCE WITH FOOD SAFETY REGULATIONS.

6

3

Green Hat (Creativity)

- IDEATE NEW MARKETING CAMPAIGNS, SUCH AS HOSTING PIZZA-MAKING WORKSHOPS TO ATTRACT FAMILY CUSTOMERS.
- CONSIDER MENU INNOVATIONS, LIKE INTRODUCING NEW PIZZA FLAVOURS OR LIMITED-EDITION ITEMS.
- EXPLORE OPPORTUNITIES FOR COLLABORATION WITH LOCAL COMMUNITY EVENTS TO INCREASE BRAND EXPOSURE.

Yellow Hat (Optimism, Benefits)

- EXPLORE THE MARKET OPPORTUNITIES FOR INTRODUCING HEALTHY PIZZA OPTIONS OR SPECIALTY PIZZAS.
- CONSIDER THE POSITIVE EFFECTS OF CUSTOMER LOYALTY PROGRAMMES OR OTHER PROMOTIONAL ACTIVITIES.
- ANALYSE THE POTENTIAL FOR INCREASING REVENUE THROUGH EXPANDED DELIVERY SERVICES OR PARTNERSHIPS WITH DELIVERY PLATFORMS.

5

4