



Unit -4 CREATIVITY.

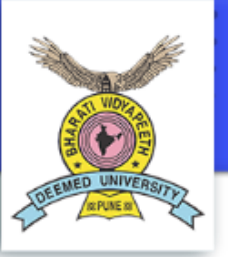
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CREATIVITY TECHNIQUES

Great ideas don't just occur. In order to come up with some great new idea, you need to have the right knowledge and experience, and the ideal circumstance. However, there are techniques that you can use to boost your creative thinking skills

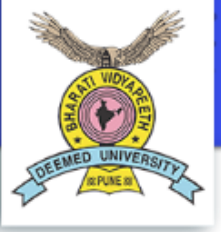
1. Brainstorming
2. Negative brainstorming
3. Brainwriting
4. Five W's and one H
5. Random words
6. "Yes and ..."
7. Six Thinking Hats
8. SCAMPER Technique



SIX HAT THINKING EXERCISES

Six hats thinking is a technique that helps individuals and teams look at problems and situations from a variety of perspectives. In essence, the six hats direct you on '**how to think**' rather than '**what to think**', which means it can be applied universally.

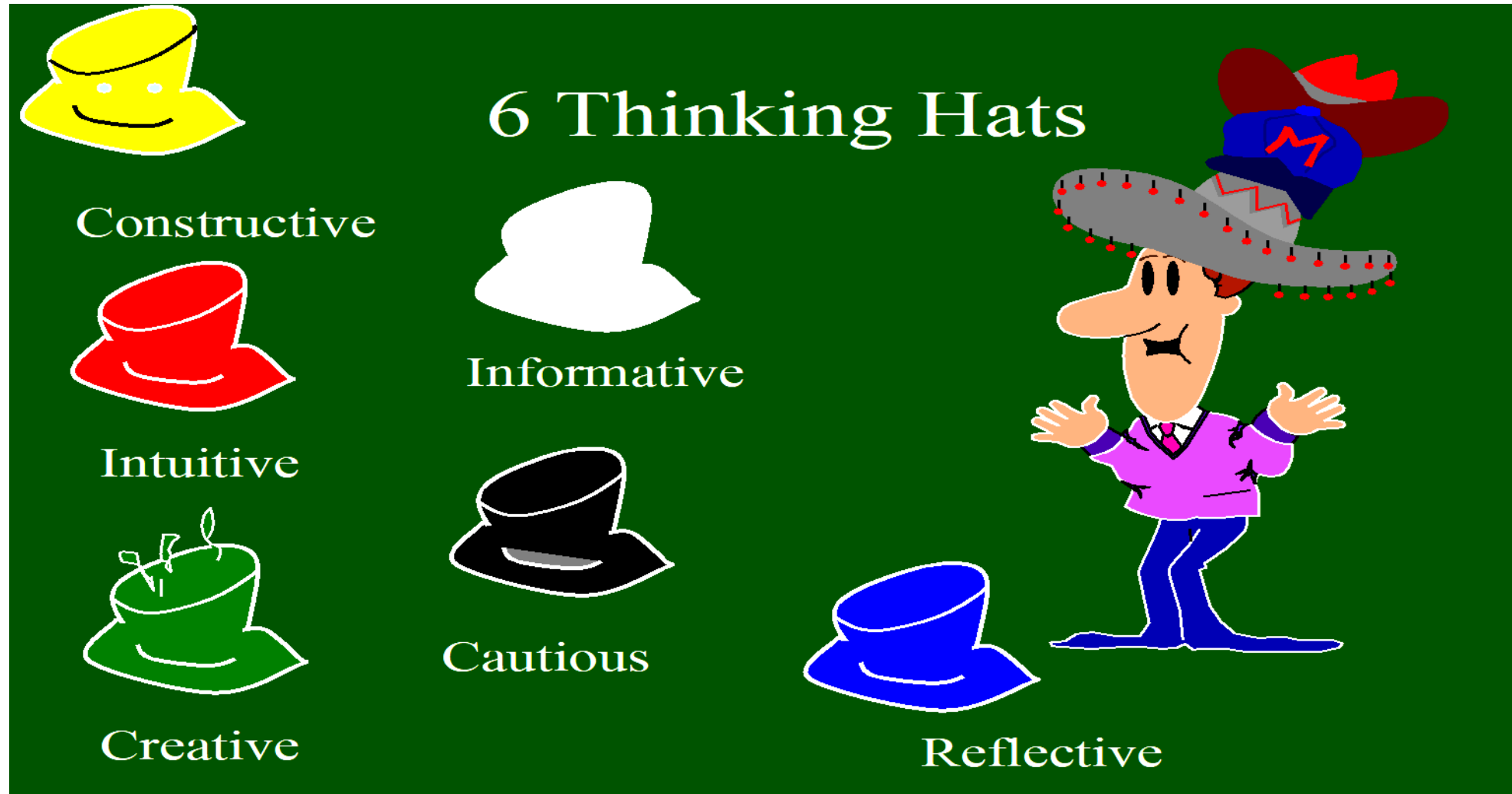
As identified by De Bono it simplifies thinking by maintaining focus on one element at a time and allowing a change in thinking while minimizing conflict between members in a group.



The Six Thinking Hats' is a popular method of getting a team to think about a topic from multiple angles. Any brainstorming exercise needs good planning, facilitation and post-session work to derive the benefits of the time spent by a group of experts.

Brainstorming, if allowed to happen as a 'free for all' exercise, will never provide any useful outcome. Various methods have been recommended for channelizing brainstorming efforts.

The 'Six Thinking Hats' by Edward DE Bono is one widely accepted method to overcome some of the issues faced during a traditional brainstorming exercise.





Color	Characteristic	Typical action
Black hat	Gloomy & logical-negative, but truthful; negative assessment (but not an argument, & not negative emotions – those are red hat)	Point out what might not work. Examine assumptions & implications. Identify patterns, risks, and possible failures. Yes that works, but . . .
Yellow hat	Sunny & positive, optimistic, hopeful (but not unrealistic, not just “good feelings”; positive assessment	Look at the benefits; explore possibilities. Make something better. Offer suggestions. Generate proposals.
White hat	Neutral, objective, concerned with facts & figures	Give or ask for information, facts, figures – without making an argument about them. Decide if things (information) are completely true, sometimes true, never true etc.



Color	Characteristic	Typical action
Red hat	Emotional, opposite of neutral, maybe angry	Give your gut feeling, speak your hunches; no need to justify your reaction; you don't have to be consistent while wearing your red hat.
Green hat	Creative, abundant, growing (think "grass")	Cut across patterns (new thinking). Replace "judgment" with "movement"; try to think forward instead of backward. Provoke new ideas. Offer alternatives.
Blue hat	Cool: controlled, organized; big picture	Ask questions; define problems; set tasks. Choreograph the other hats. Observe, comment, summarize, conclude



How does it differ from traditional Brainstorming?

In traditional brainstorming, the heterogeneity in the team-thinking at any point of time would cause-

- Conflicts on interests and will result in missing out valuable ideas from the multiple thought perspectives.
- There is bound to be dominance of few individuals and could result in bias towards their ideas.
- The participants whose perspectives could not be voiced or got overpowered, would feel their morale let down and will tend to have poor ownership on the final solution.



By ‘wearing’ a particular color of hat,

- All the participants force themselves to approach the problem in the perspective represented by the hat color, at any given point of time irrespective of their natural inclination.
- This enables the entire team to address the problem in the same perspective at a given point of time.
- Room for dominance-based bias is reduced.
- By going through all the ‘colors’, the likelihood of anyone’s perspective getting left out is significantly reduced.
- This enable to build an overall higher level of ownership on the accepted solution.



Example case study:

Let's consider a situation, where an organization wants to decide whether they should purchase an expensive RPA tool. They use the 'Six Thinking Hats' for discussing and decision making.



Example case study:

“A coffee house (let’s call them ‘coffee stop’) is getting a growing number of complaints from customers as they have to wait too long for their coffee – how can they solve this problem?”



Using Six Thinking Hats. you and your team will learn how to use a disciplined process which will...

- **Maximize** productive collaboration and minimize counterproductive interaction/behavior
- **Consider** issues, problems, decisions, and opportunities systematically
- **Use** Parallel Thinking as a group or team to generate more, better ideas and solutions
- **Make** meetings much shorter and more productive
- **Reduce** conflict among team members or meeting participants
- **Stimulate** innovation by generating more and better ideas quickly
- **Create** dynamic, results oriented meetings that make people want to participate



- **Go** beyond the obvious to discover effective alternate solutions
- **Spot** opportunities where others see only problems
- **Think** clearly and objectively
- **View** problems from new and unusual angles
- **Make** thorough evaluations
- **See** all sides of a situation
- **Keep** egos and “turf protection” in check
- **Achieve** significant and meaningful results in a less time



THANK YOU.