WEEK 5 – Creative thinking

Analogous thinking and idea generation- same features, useful vehicle for explaining something eg. A metaphor.

Strategic creativity- prep/ planning stage (defining the problem)

* Preparation
* Idea generation (apply critical thinking, set certain criteria) deeming cycle- state of continual development

Helpful brainstorm-

* taking away the rules, no certain criteria,
* creating a space where ideas can be displayed
* rules of improvisation- build on one another ideas.
* Be playful, ‘yes’ to everything, filter later
* Aim for quantity at this stage
* Changing the space
* Clear objective for brainstorm
* Social dynamics can be difficult- disagreement, too much logical thinking can be detrimental

Vision for a business –

* direction of travel
* Aspirational travel
* What we are reaching for

Mission statement – main goals and priorities, product, broader market, **what we do**

stop food wastage, overfishing, obesity-