

SIX THINKING HATS

Developed by Edward de Bono, the Six Thinking Hats is a revolutionary method designed to streamline group discussions and individual thinking. The premise of the method is that the human brain thinks in six distinct directions which can be deliberately challenged, and hence planned for use in a structured way allowing one to develop tactics for thinking about particular issues.

CASE STUDY

- **Situation:** Company M is a software engineering firm specializing in enterprise software systems. The company has been seeing a significant drop in sales for their flagship software subsystem.
- **Problem:** The company wishes to understand what is the reason behind this, and a solution that can ensure continued profitability and growth.



1. WHITE HAT

THE FACT FINDER

- When donning the White Hat, we focus solely on data and facts. It's the foundation of our decision-making, requiring us to ask, 'What information do we have, and what do we need?' This hat prioritizes objectivity and neutrality.

APPLICATION TO CASE

- Necessary data on economic growth from both the company and wider market to make accurate market assessments.
- Collect insights on sales performance, customer opinions, and detailed competitor analysis (covering both technology and finances).
- Available budget allocation for implementing changes?



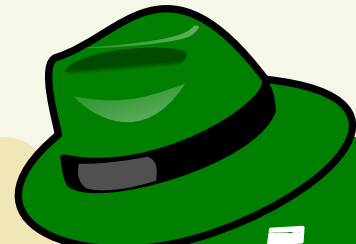
3. BLACK HAT

THE CAUTIOUS CRITIC

- Caution and critical thinking are the essence of the Black Hat. It compels us to consider potential pitfalls and the worst-case scenarios, asking, 'What could go wrong?' This perspective is invaluable for risk assessment and contingency planning.

APPLICATION TO CASE

- Redeveloping the product could lead to extra costs.
- Analyzing finances and sales data might indicate restructuring, leading to potential redundancies.
- Speed is critical to outpace competitors and prevent sales declines.



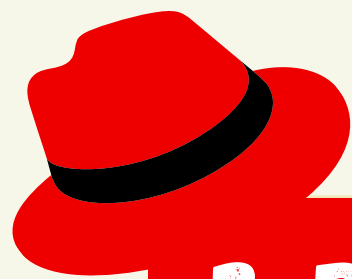
5. GREEN HAT

THE CREATIVE EXPLORER

- Creativity and alternative solutions thrive here. The Green Hat is about seeking out new ideas, possibilities, and innovations, prompting us to ask, 'How can we think differently about this?' It's about pushing the boundaries of conventional thinking.

APPLICATION TO CASE

- Develop the product according to current enterprise software trends.
- Enable company adaptation to market shifts.
- Adopt a more efficient update schedule with regular features and steady support.
- Work on promoting the new software with better and more efficient marketing channels.



2. RED HAT

THE EMOTIONAL INSIGHT

- The Red Hat brings emotions to the forefront. It allows us to explore how feelings, hunches, and intuition influence our decisions. By acknowledging our emotions, we can address them directly, saying, 'Let's look at our gut feelings about this decision.'

APPLICATION TO CASE

- Ensure ethical operations and compliance with data protection laws.
- Keep stakeholders informed through clear communication.
- Develop intuition for emerging market trends and challenges



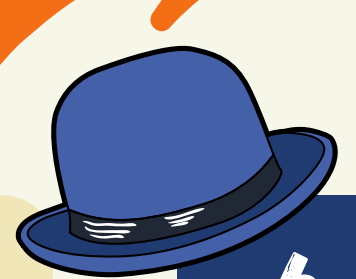
4. YELLOW HAT

THE OPTIMIST'S VIEW

- Optimism and positivity shine under the Yellow Hat. It challenges us to seek out the value, benefits, and feasibility in our ideas, encouraging questions like, 'What are the best outcomes?' This hat helps in highlighting the positive aspects and potential of our decisions.

APPLICATION TO CASE

- Explore opportunities for market expansion.
- Innovate software solutions for current market challenges.
- Focus on profitability and boosting company and stakeholder revenue.



6. BLUE HAT

THE PROCESS DIRECTOR

- The Blue Hat symbolizes control and organization, steering the thinking process to use each hat effectively and timely. It prompts, 'What's our next thinking step?' for a structured, focused decision-making approach. With the blue hat, you adopt a meta perspective, considering consequences and implications of insights.

APPLICATION TO CASE

- Re-developing the flagship product, while costly, is vital to counteract declining sales.
- The product and company must adapt to evolving market trends.
- Development follows the latest software frameworks.
- Ethics and data protection guidelines are strictly observed.

SOLUTION

- Conduct a thorough review of the financial position of the company, the sales figures and the customer opinion about the flagship product, and compare that to existing competitors.
- Re-developing the product could potentially be expensive, but necessary depending on how the product compares technically.
- The product should be in line with the latest software development trends, and market trends for enterprise software.
- Ensure the product is developed ethically and in line with the official guidelines.
- Ensure clear communication with stakeholders about potential changes and investment, if necessary.

WHY THE SIX THINKING HATS METHOD MATTERS TODAY

- In the swiftly evolving realms of business and innovation, clear and creative thinking is paramount. The Six Thinking Hats method stands out by providing a structured, yet flexible, framework that enhances idea exploration, decision-making, and problem-solving. It encourages viewing challenges from multiple angles, ensuring comprehensive analysis and innovative solutions.
- This method's simplicity and adaptability make it popular among diverse teams, promoting inclusivity and ensuring all perspectives are heard. Embracing the Six Thinking Hats fosters a culture of strategic innovation, driving businesses toward breakthroughs and decisions that enhance their competitive position and market success.



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