

Flor de loto

 **Subetapa:**
Ideación

 **Tiempo:**
30 min

 **Dinámica recomendada:**
5 personas y/o individual

 **Materiales aplicación física:**

- Formato impreso (doble carta)
- Plumones de punto fino

 **Materiales aplicación digital:**

- Plantilla en Miro
- Laptops con internet

 **Enlace de descarga:**
tooltec.mx

 **Notas al instructor:**
En caso de trabajar en equipos, una recomendación es que los participantes lo realicen de manera individual, y posteriormente se complemente con el equipo. Esto dependerá de la dinámica definida por el instructor.

Flor de loto

(Lotus blossom)

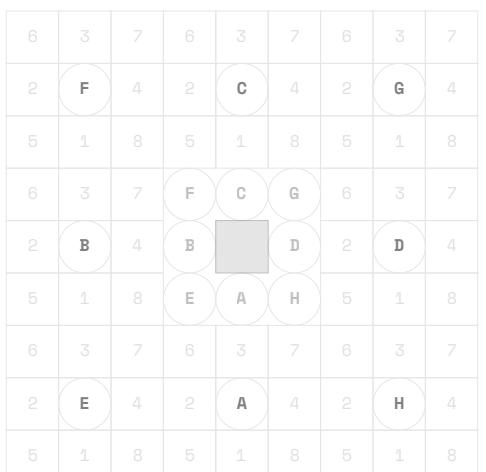
Es una herramienta de ideación que parte del análisis morfológico y que por tanto se recomienda para problemas complejos.

Técnica desarrollada por Yasuo Matsumura que permite abrir un panorama más amplio del problema o foco creativo seleccionado. El objetivo es explorar paso a paso los diferentes temas y subtemas que se van relacionando con el objetivo central para generar ideas en torno a ello. Esta técnica se realiza a través del formato que se anexa.

Autor:
Michael Michalko

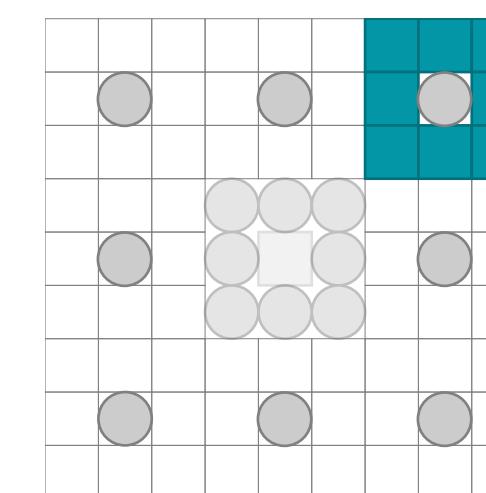
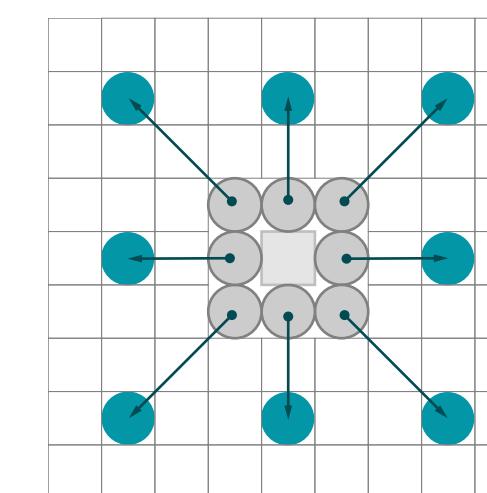
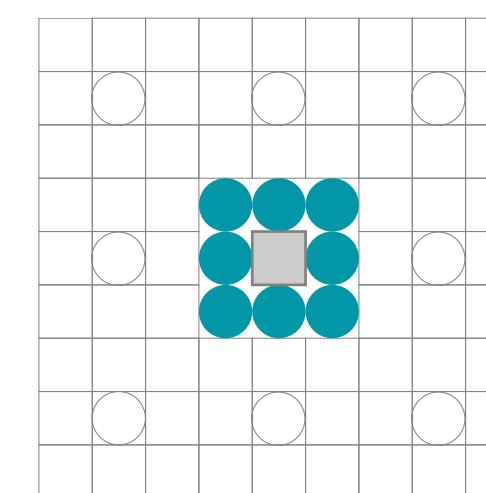
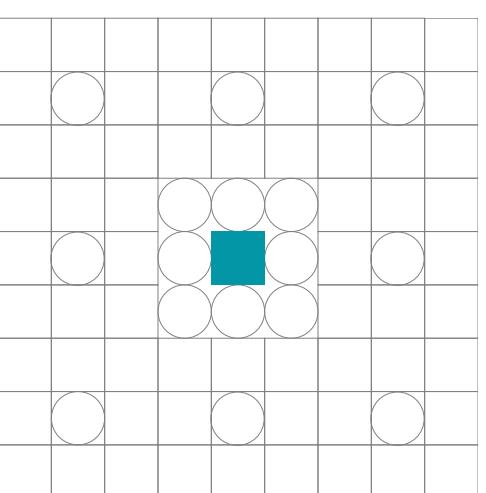
Bibliografía:
Michalko, M. (2006). *Thinkertoys: A Handbook of Creative Thinking Techniques*. Ten Speed Press.

Referencias adicionales:
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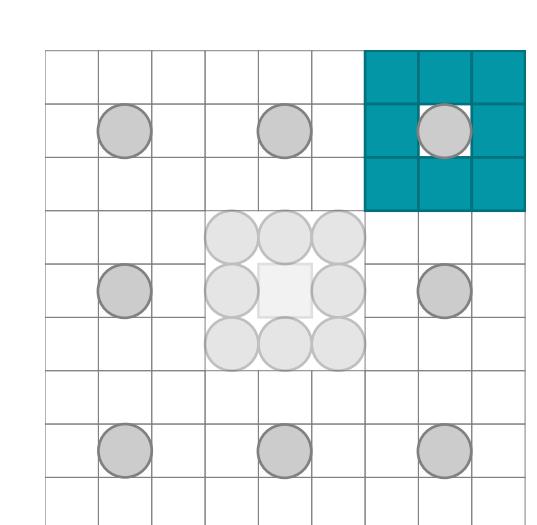
Paso 5: Generar idea principal.

A partir de todas las ideas generadas alrededor de los subtemas se deberá llegar a una idea ganadora. Esta idea puede combinar varias ideas.



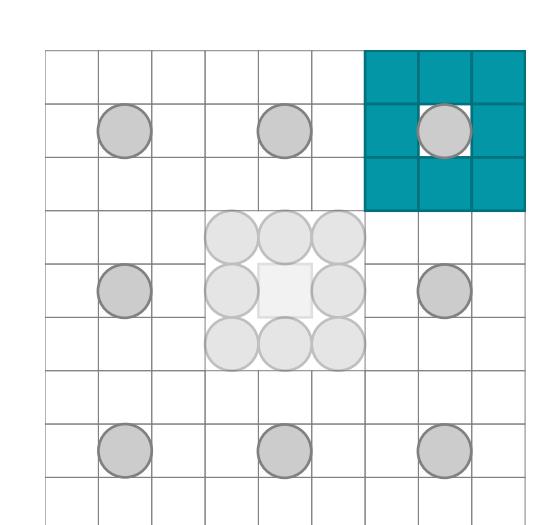
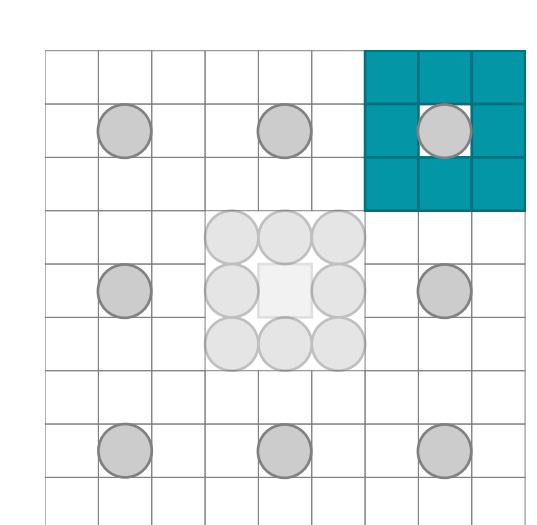
Paso 4: Explorar subtemas.

Generar nuevas ideas, alrededor de cada uno de los "nuevos" centros, que corresponden a los subtemas. La idea de esta herramienta es que se puedan generar ideas que solucionen los subtemas identificados y que por lo tanto sean parte de la solución del foco creativo principal. El análisis morfológico permite idear desde muchas diferentes perspectivas.



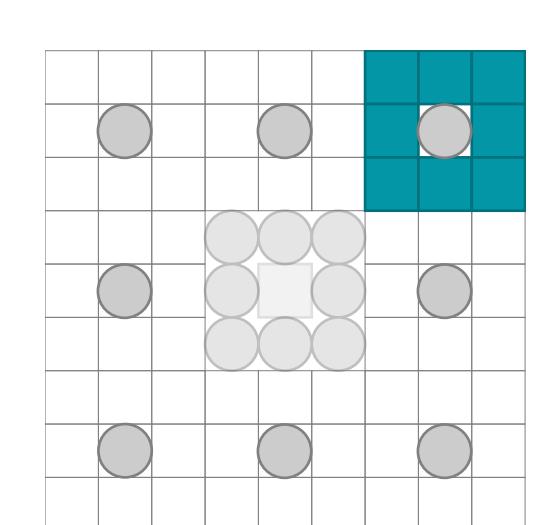
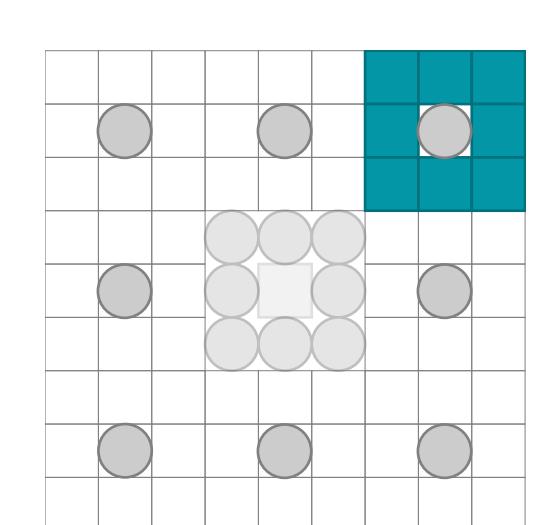
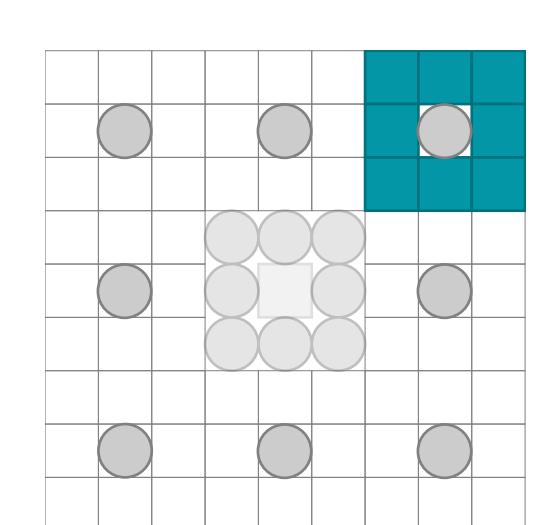
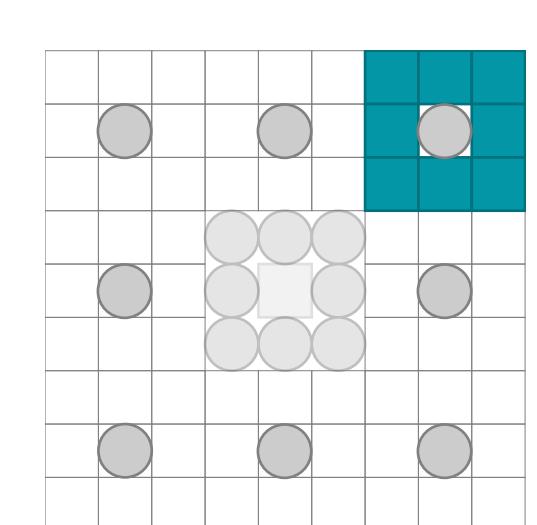
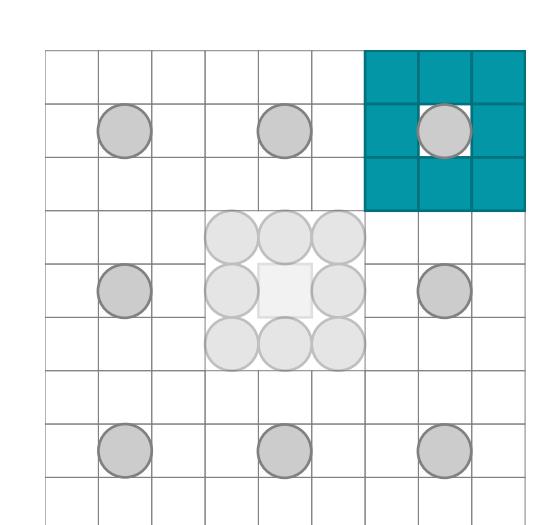
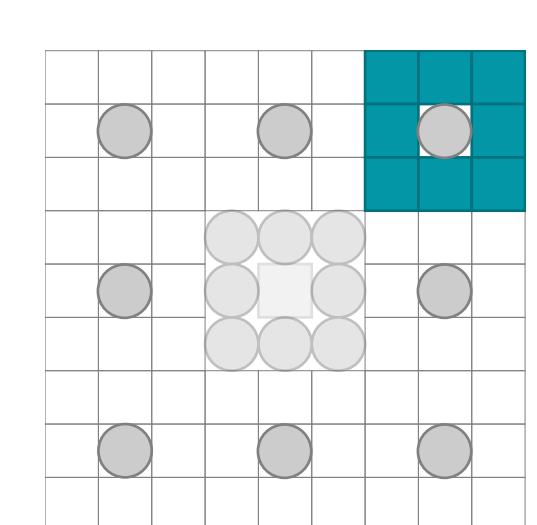
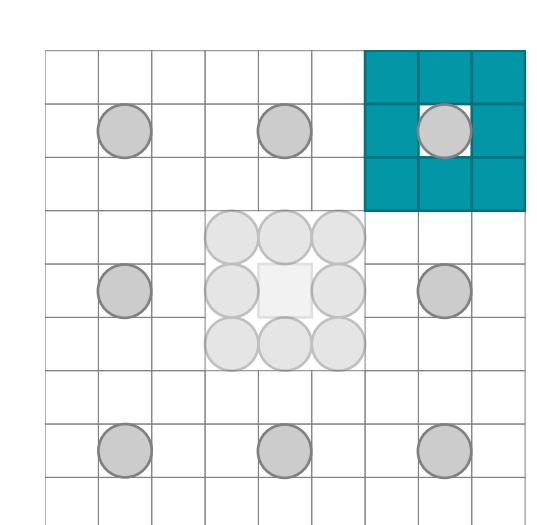
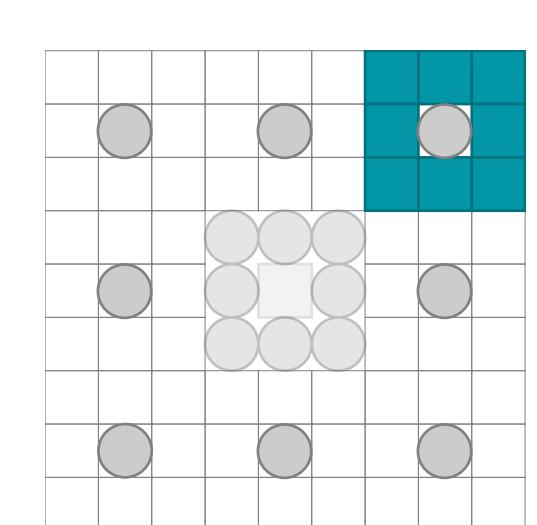
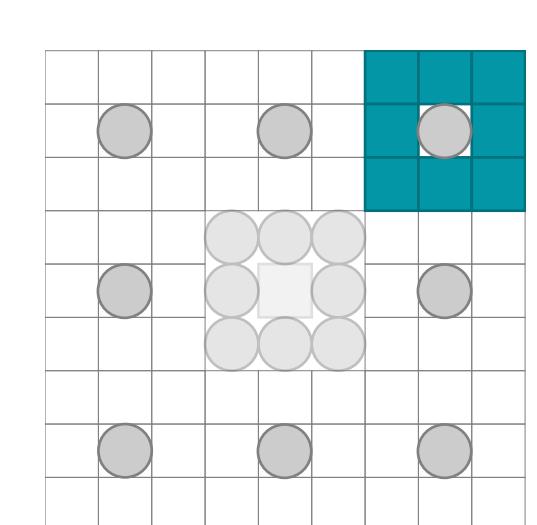
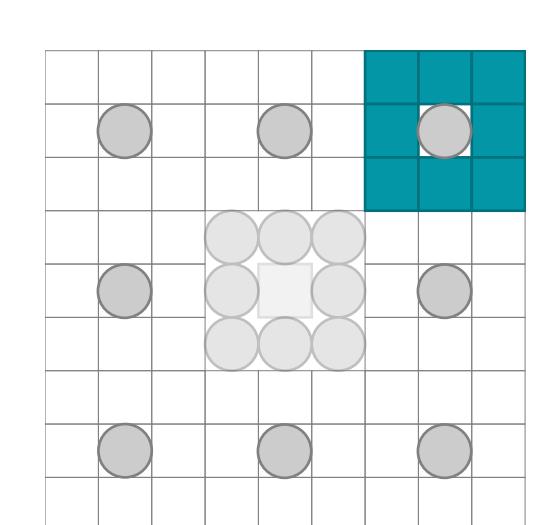
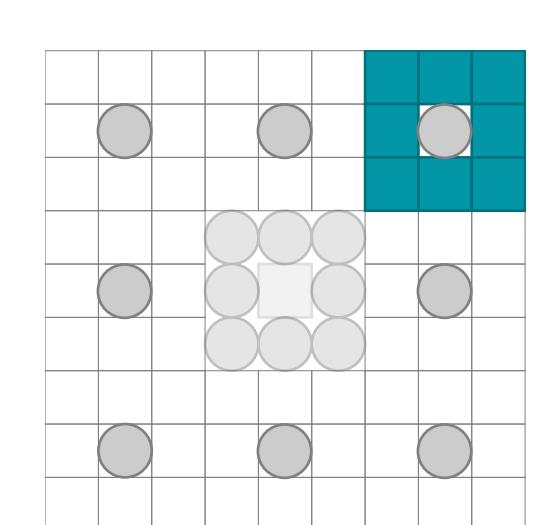
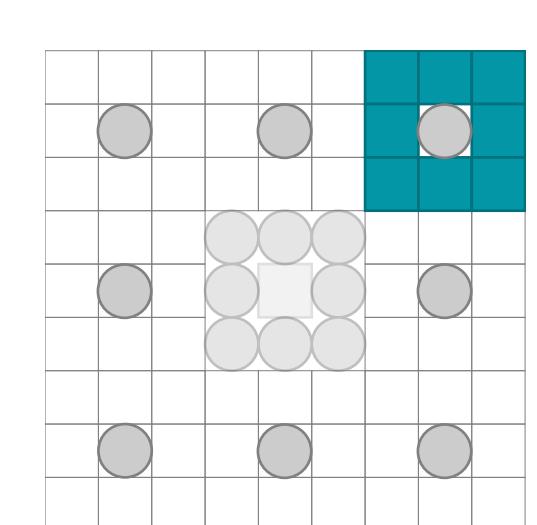
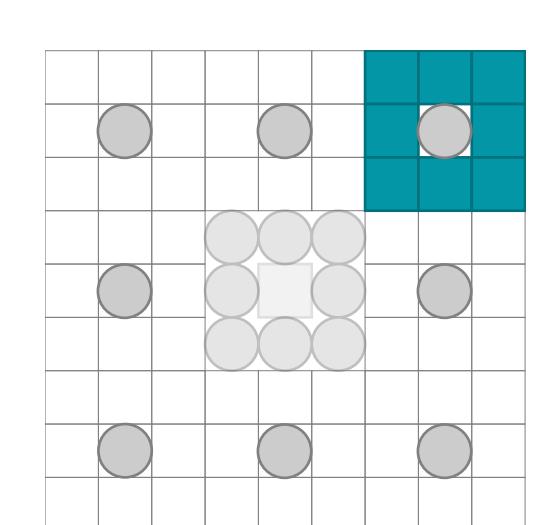
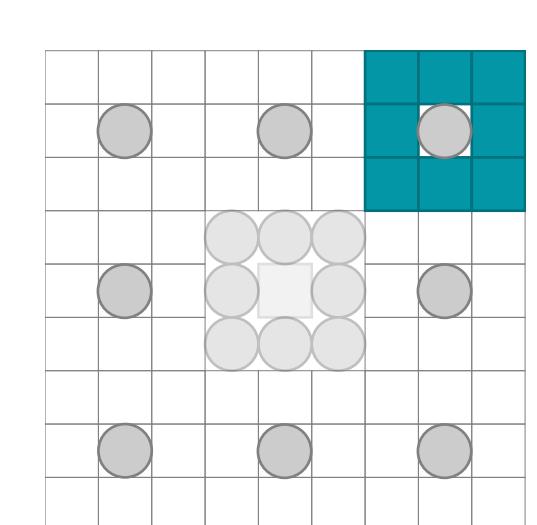
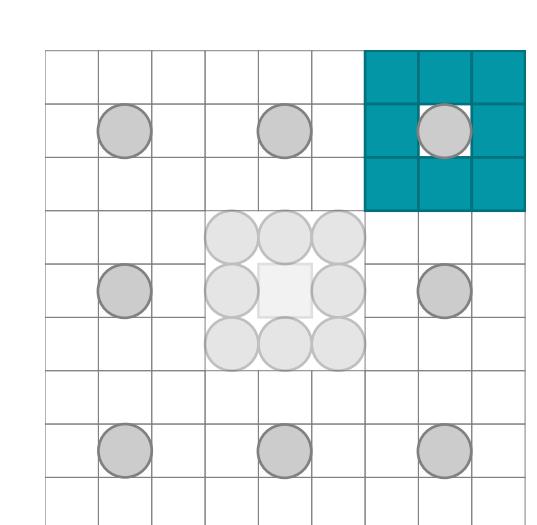
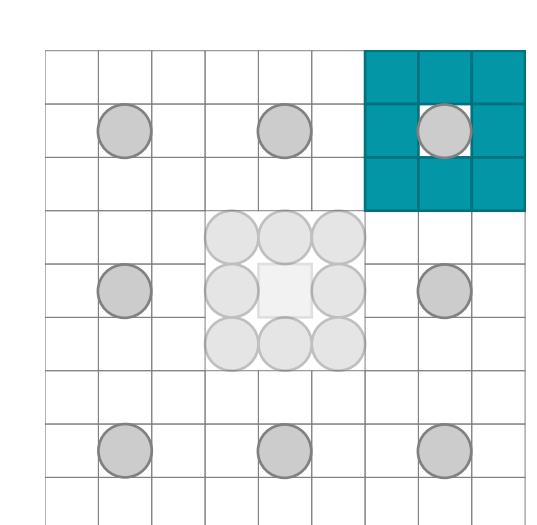
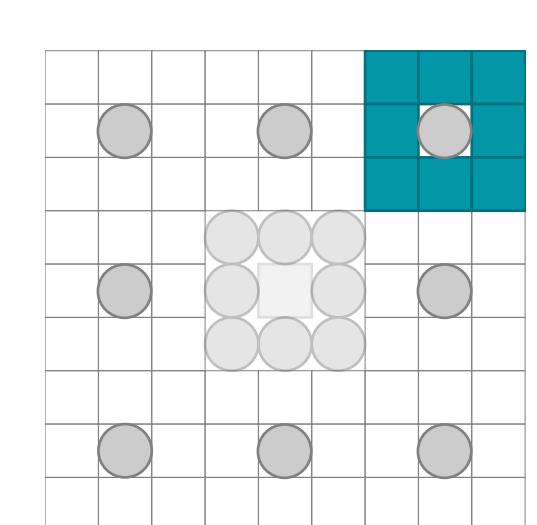
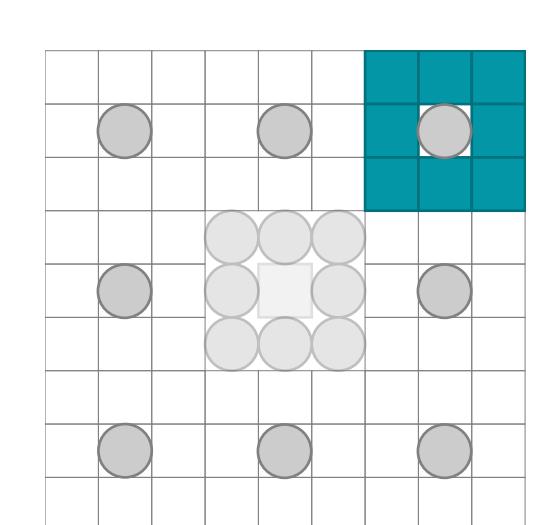
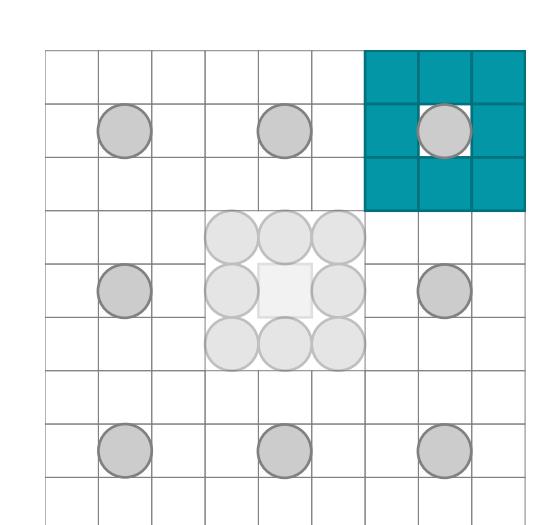
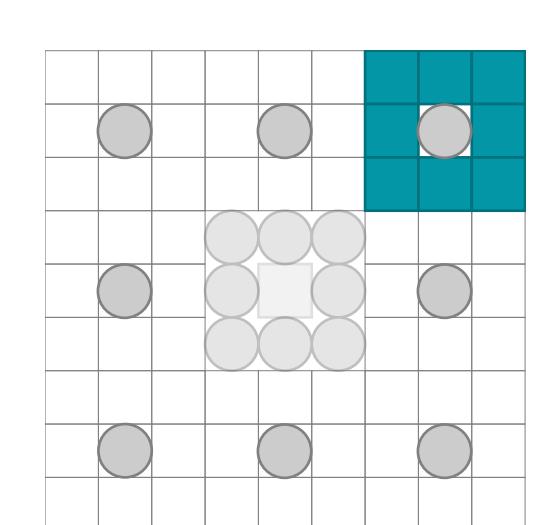
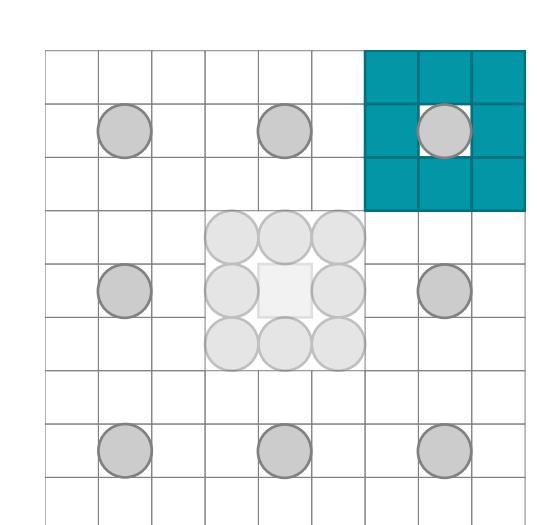
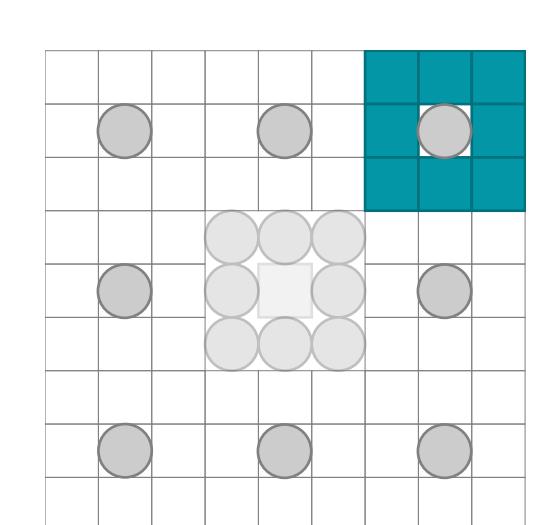
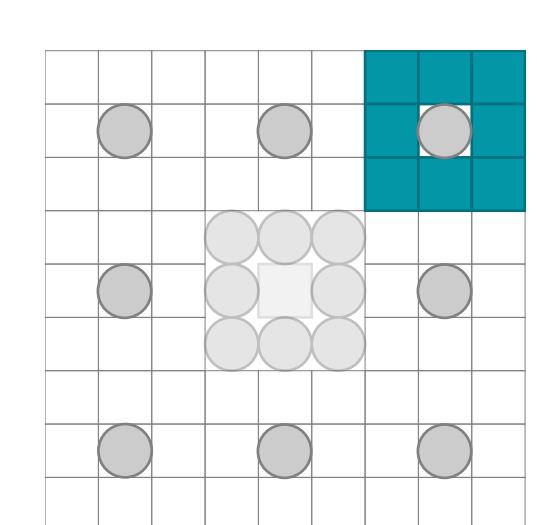
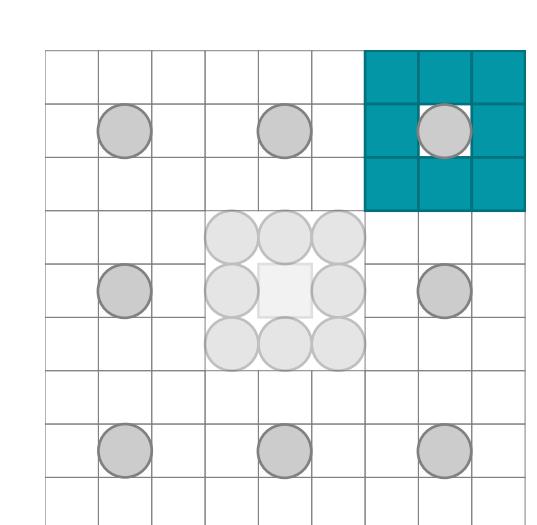
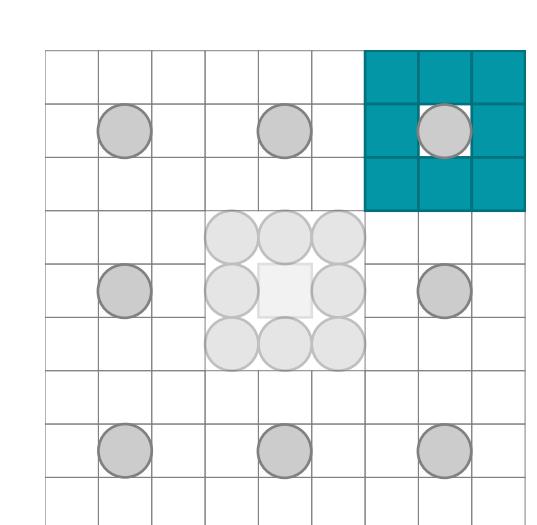
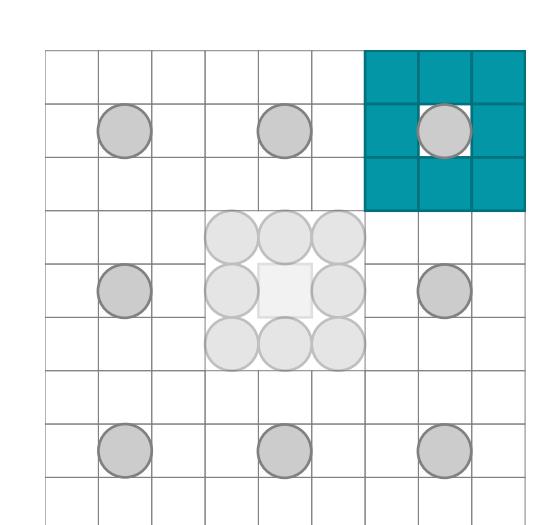
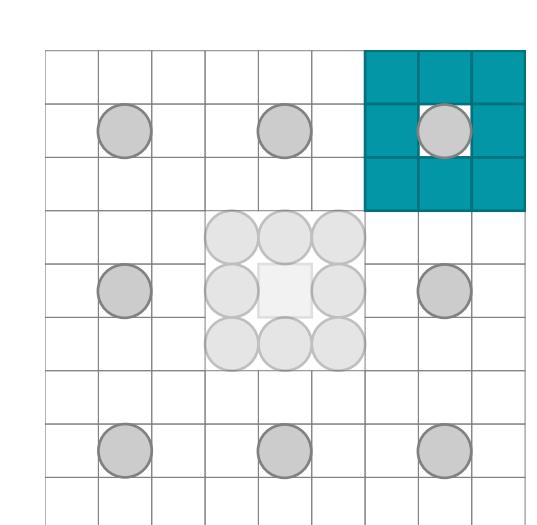
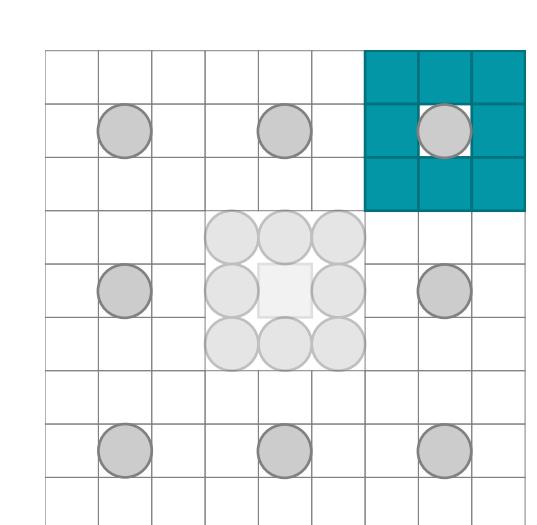
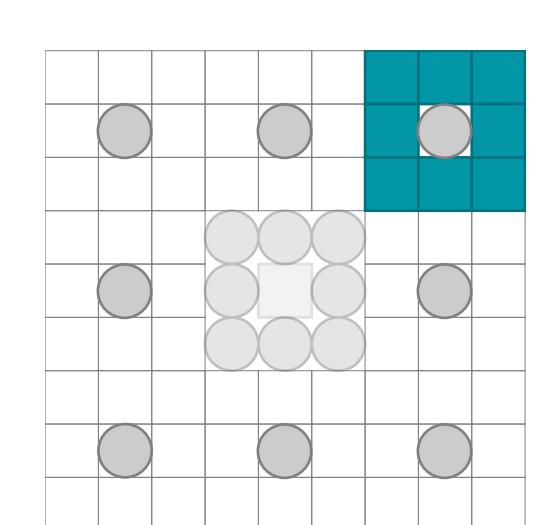
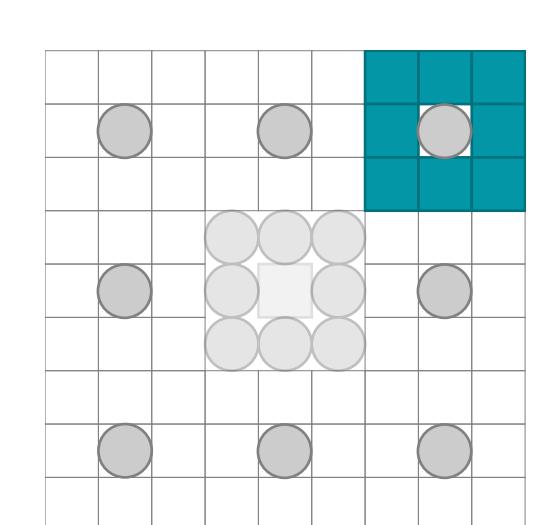
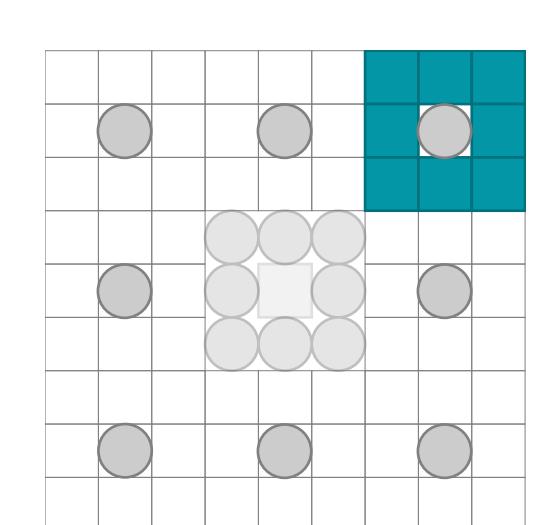
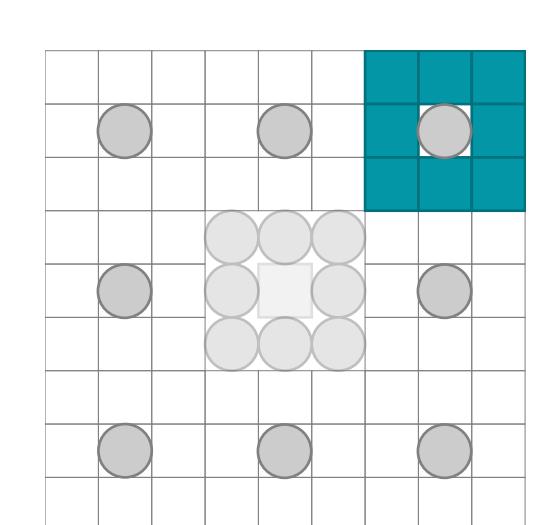
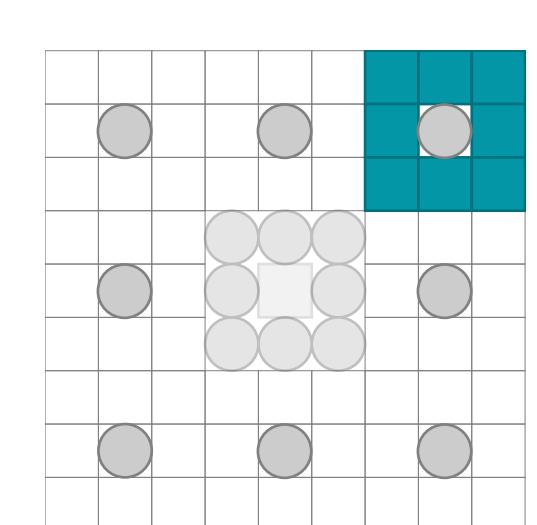
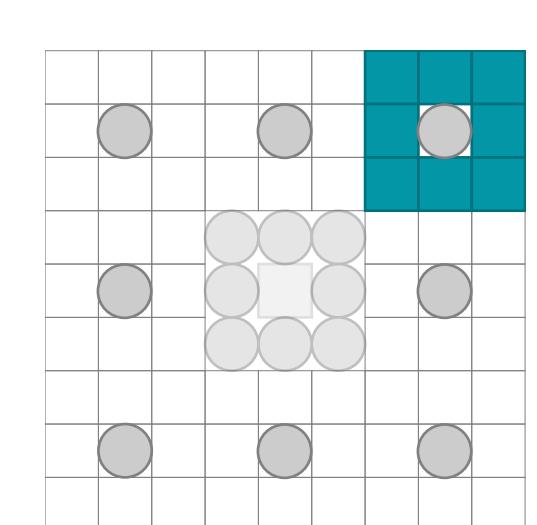
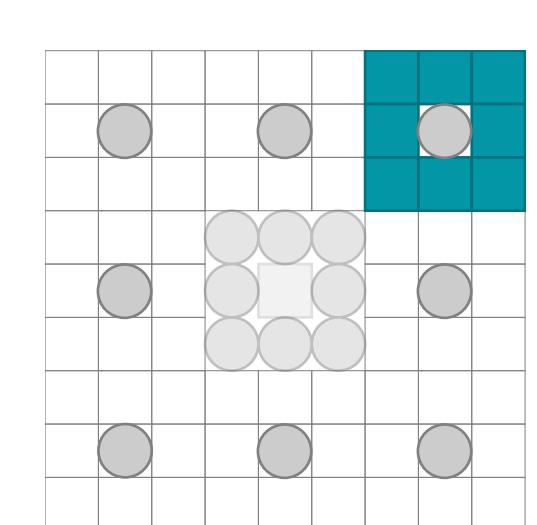
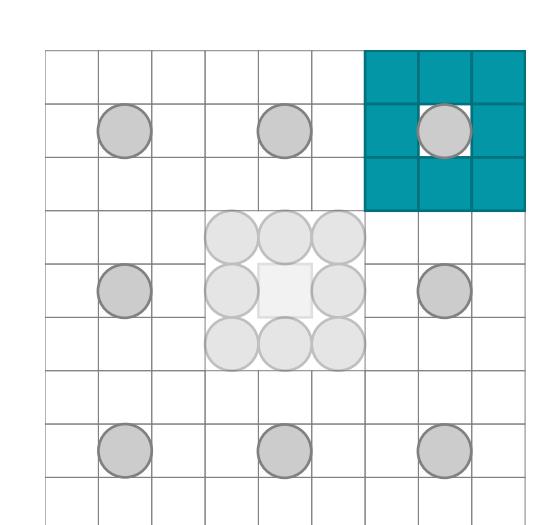
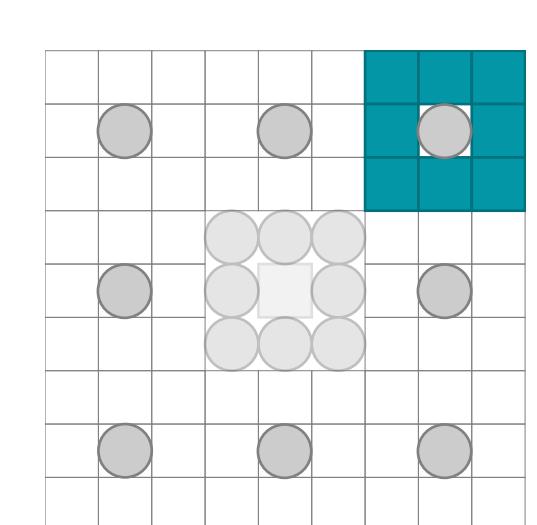
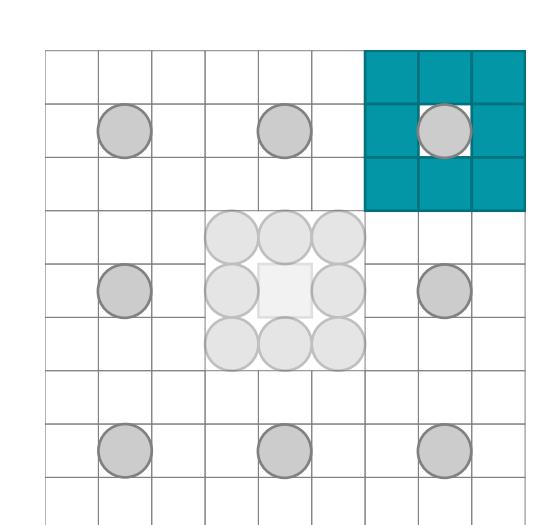
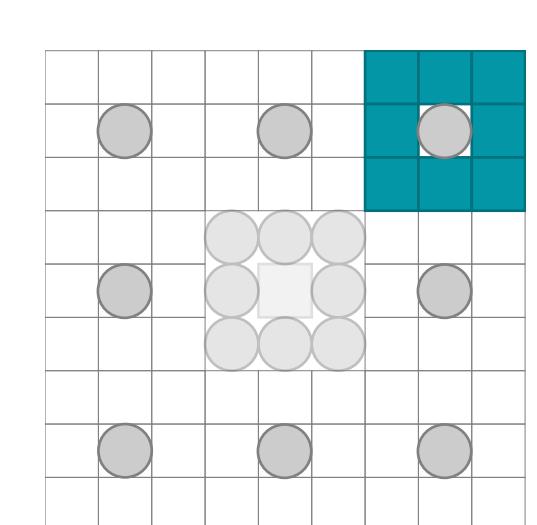
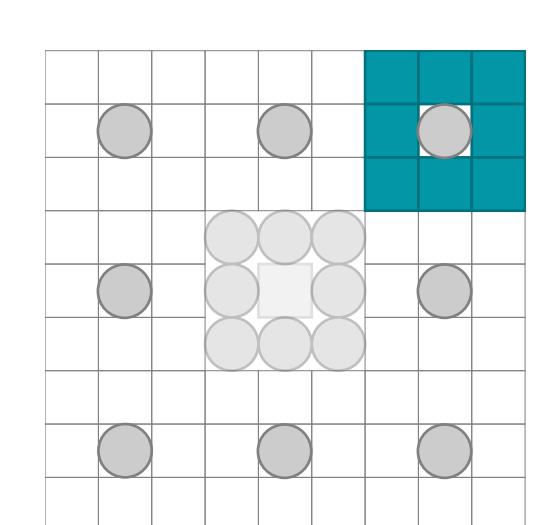
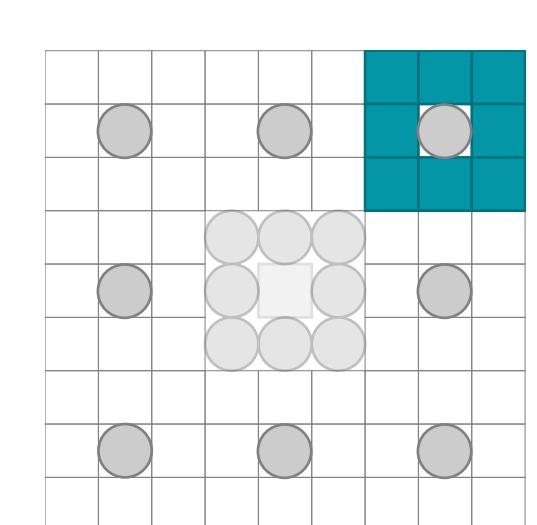
Paso 3: Replicar los subtemas.

A partir de cada subtema del paso anterior, volverlo a colocar en su propio centro. Esos nuevos centros son los círculos exteriores, colocar cada subtema de acuerdo a la letra que le corresponde en el paso anterior.



Paso 2: Escribir conceptos o subtemas relacionados.

En los círculos que rodean el problema central, escribir subtemas o conceptos relacionados. Por ejemplo, para el foco creativo del paso 1, algunas categorías que afectan el problema pueden ser A. Gastos de viaje, B. Aliados, C. Logística, etc.



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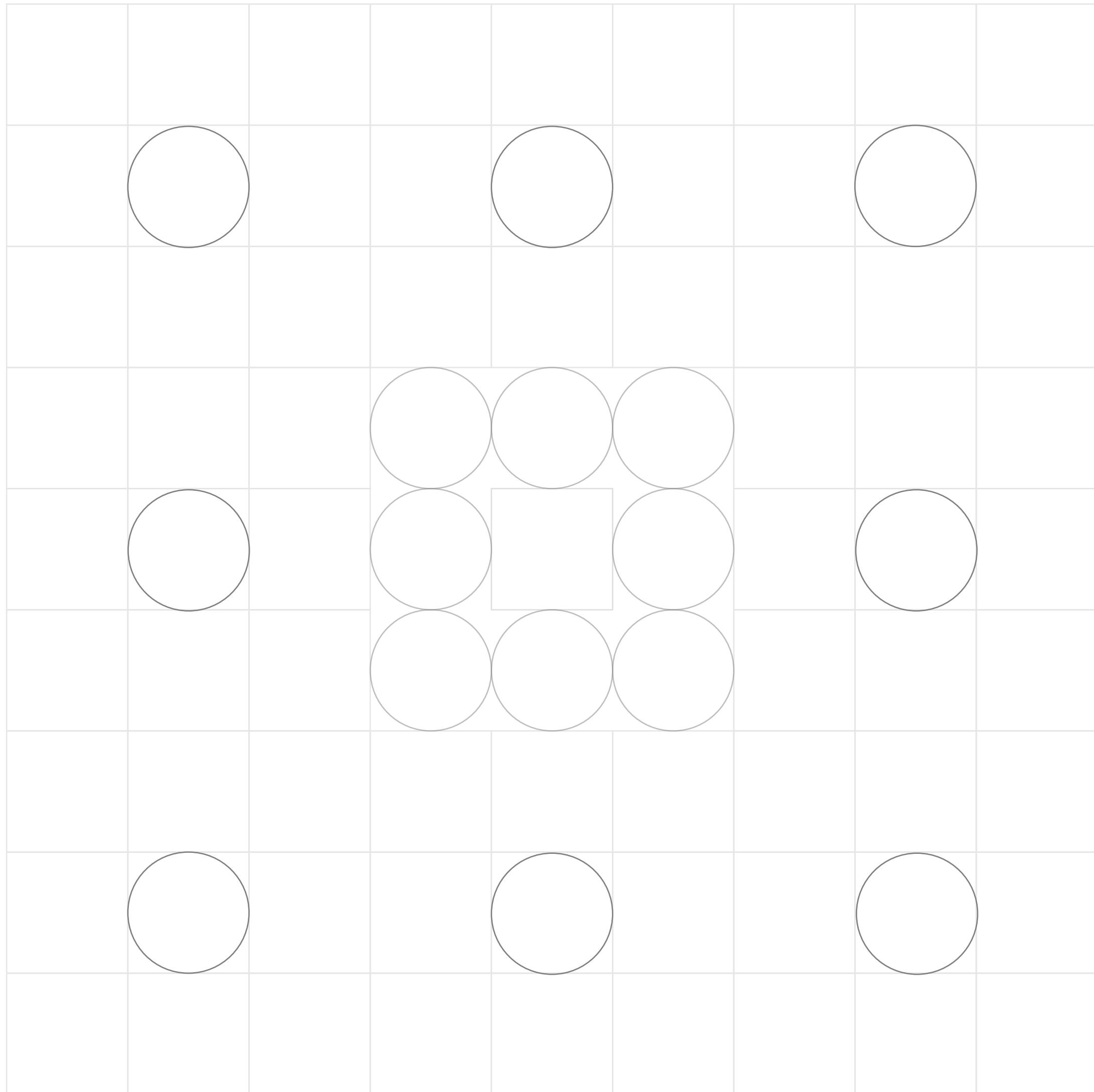
(Lotus blossom)

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Diseño original:
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Adaptación:
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2	E	4	2	A	4	2	H	4
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