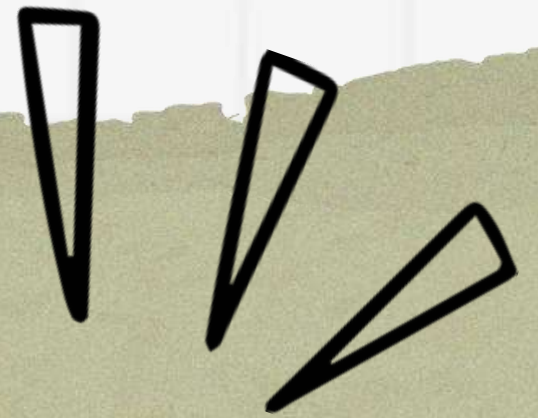
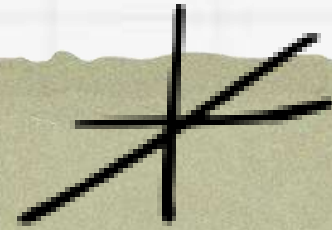
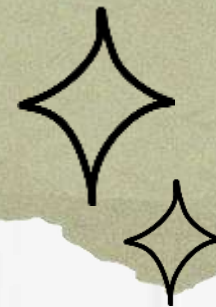
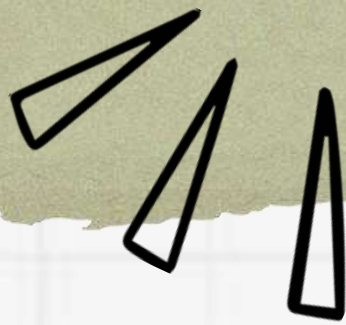
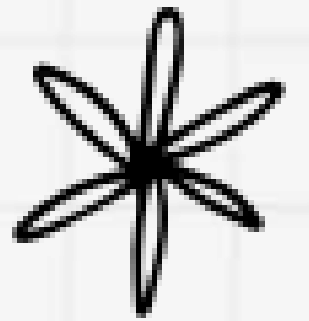


Six Thinking Hats





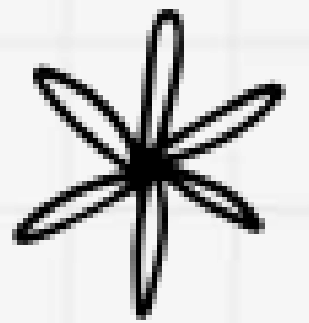
THE BOOK



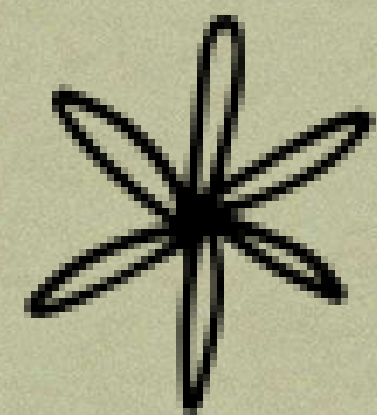
'The six thinking hats' is a book by Edward de Bono. Where he has mentioned six thinking hats depicting six different thinking strategies which are needed to be looked upon while launching a design, idea or even a presentation.



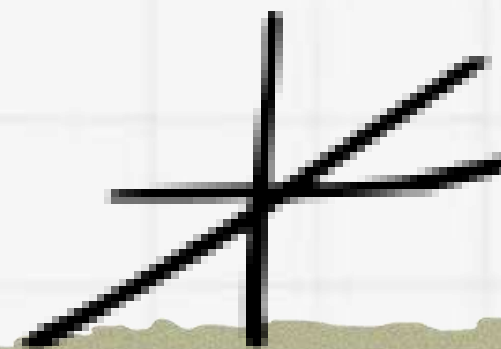
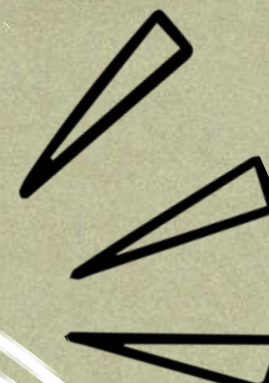
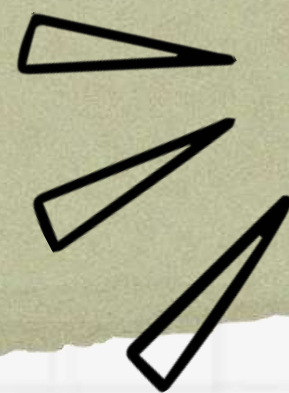
The Hats



1. White - Facts and figures
2. Red - emotions
3. Black - caution
4. Yellow - optimism
5. Green - new ideas
6. Blue - goal setting summarizing

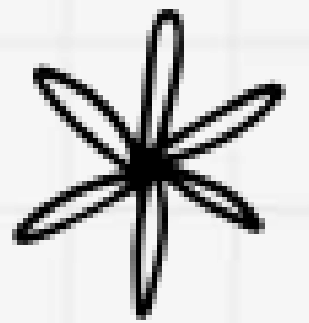


THE BLACK HAT






THE BLACK HAT



'The black hat represents caution and what could go wrong. It points out what doesn't fit, what may not work, what is wrong, and hence protects us from fatal flaws and wasted resources.

The black hat recognizes the value of caution and risk assessment; it makes our plans more robust.

The background is a piece of light green paper with a torn edge, set against a white grid. Various black line drawings are scattered around: a paperclip, a cloud, a star-like symbol, a zigzag line, a leaf, a rainbow, and some abstract shapes. The text is centered on the green paper.

Very easy to explain yet extremely needed before implementing an idea

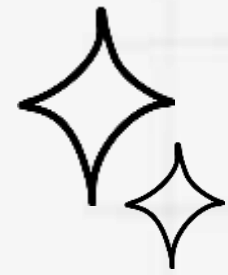
It talks about...!!!

- CHANGE
- IMPORVEMENT
- STRONGER
TEAMWORK
- AND CONSTRUCTIVE
CRITICISM

BY FOCUSING ON

- PITFALLS
- CHALLENGES
- MISTAKES
- DANGER
- MISFITS

USAGE EXAMPLES

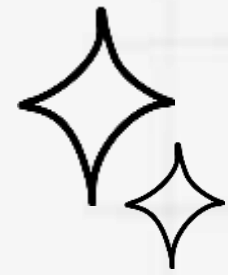


~~FAIR AND LOVELY~~

GLOW AND LOVLEY

It was a response by the brand to growing concerns and criticism regarding the promotion of fairness and the use of skin-lightening terminology in beauty products.





Bisleri

And if Bisleri must haven't thought upon the variation of sizes in their bottle to serve different purposes they might not have been a popular packaged drinking water brand.



Conclusion



Black hat thinking can be abused and overused if it is the only mode of thinking. This abuse in no way diminished the value of black hat, just as the dangerous and reckless driving of a car does not mean that cars are dangerous.



**Thank
you!**

