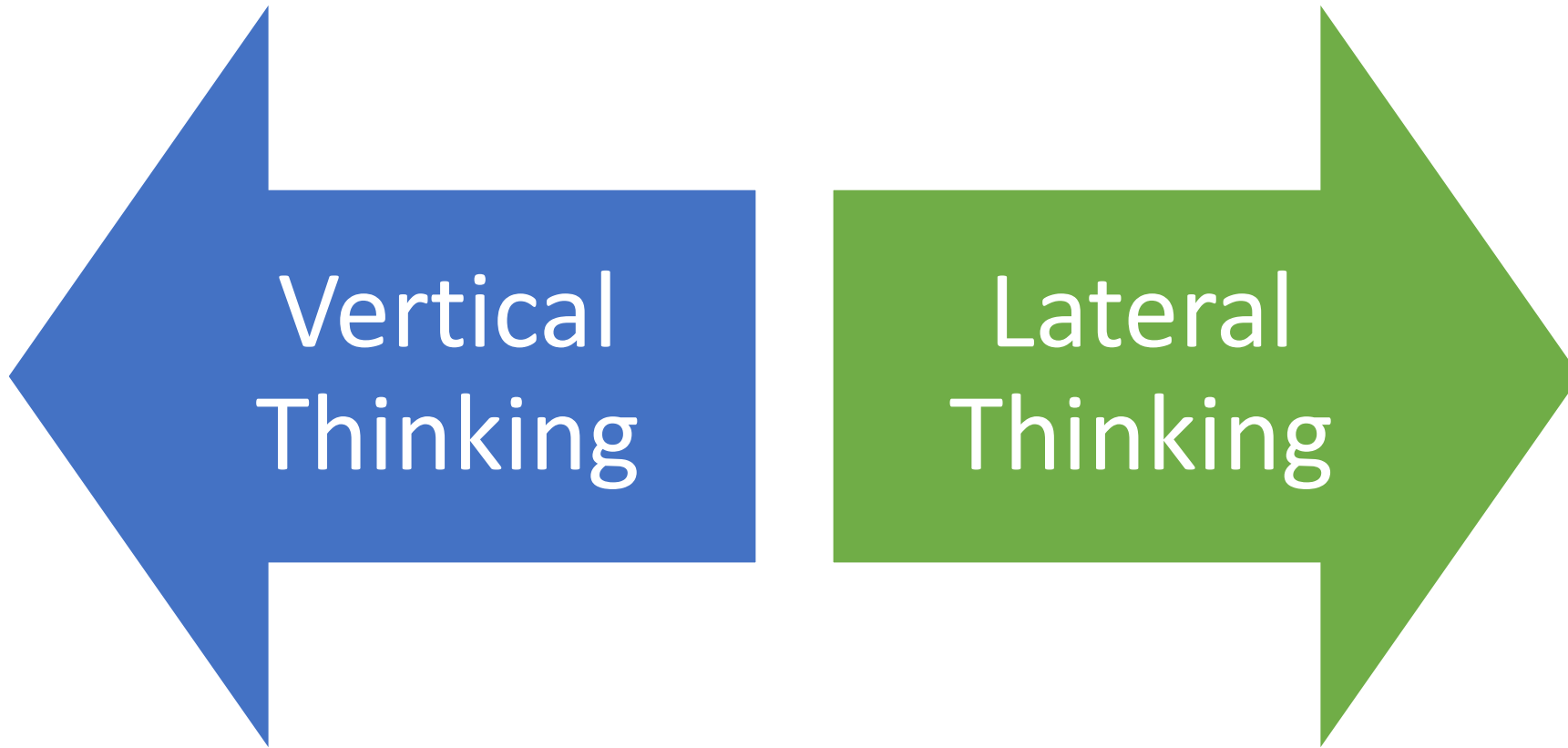


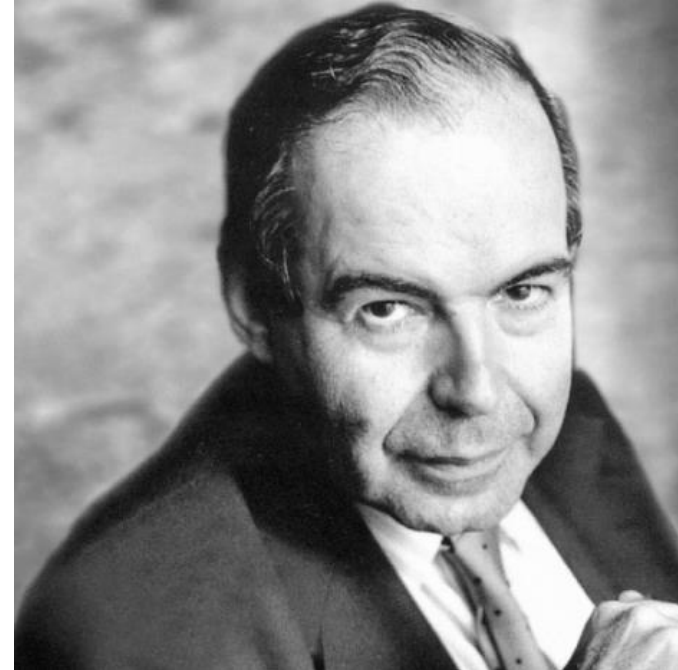
# Mind Mapping & The 30-Circles Test

# Thinking Types



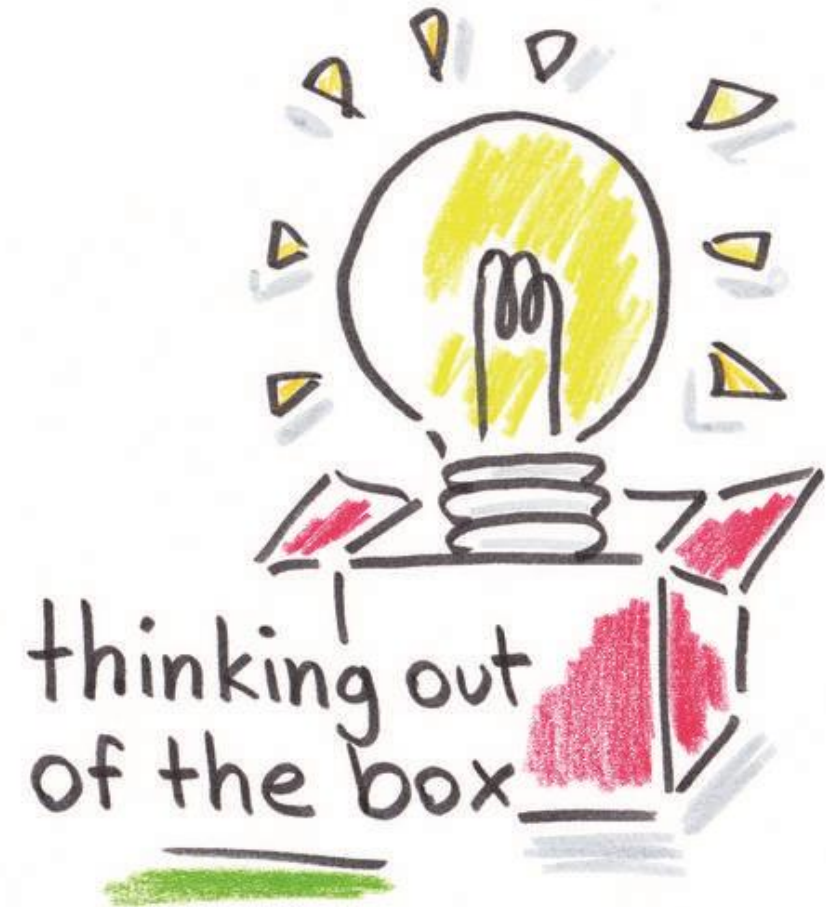
# Lateral Thinking

- Lateral thinking is a term that was coined by author **Edward de Bono**.
- Essentially, thinking laterally means to find **new perspectives and new ways** to address challenges.



# Lateral thinking

- Lateral thinking is the ability to use your imagination to look at **a problem in a fresh way** and produce **new and creative solutions**.



# Lateral thinking

- Without lateral thinking, companies **can't innovate** and **create new products**
  - ✓ they're just stuck with doing the same old thing, **perhaps more efficiently than before**, but they won't be able to lead the way.
- Any company that wants to stay ahead of the competition needs to recruit **graduates who are capable of lateral thinking.**



# Lateral Thinking

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*Lateral thinking is generative*

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Richness is what matters in lateral thinking.

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With lateral thinking one generates as many alternative approaches as one can.

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With lateral thinking you don't have to be correct at every step you take.

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With lateral thinking one goes on generating as many approaches as one can even *after* one has found a promising one.

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With lateral thinking one is generating different approaches for the sake of generating them.

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With lateral thinking one does not move in order to follow a direction but in order to generate one.

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Lateral thinking is using an indirect and creative approach to come to a conclusion.

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# Vertical Thinking

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Vertical thinking is a rigid way of thinking.

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It's about sticking to the approach you have taken from the beginning and excluding any other.

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*Vertical thinking is selective*

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Rightness is what matters in vertical thinking.

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With vertical thinking one selects the most promising approach to a problem

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With vertical thinking one must always be moving usefully in some direction.

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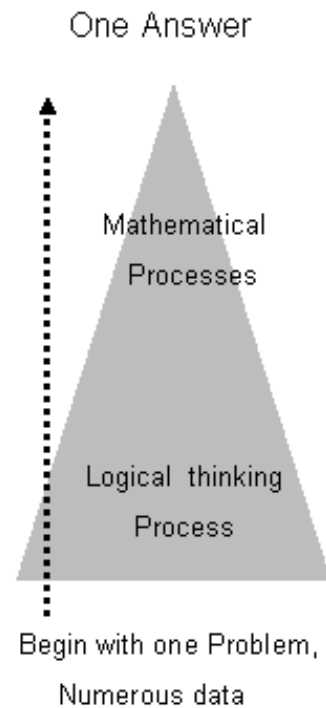
Vertical thinking is a sequence of direct and logical steps that are used to come to a conclusion.

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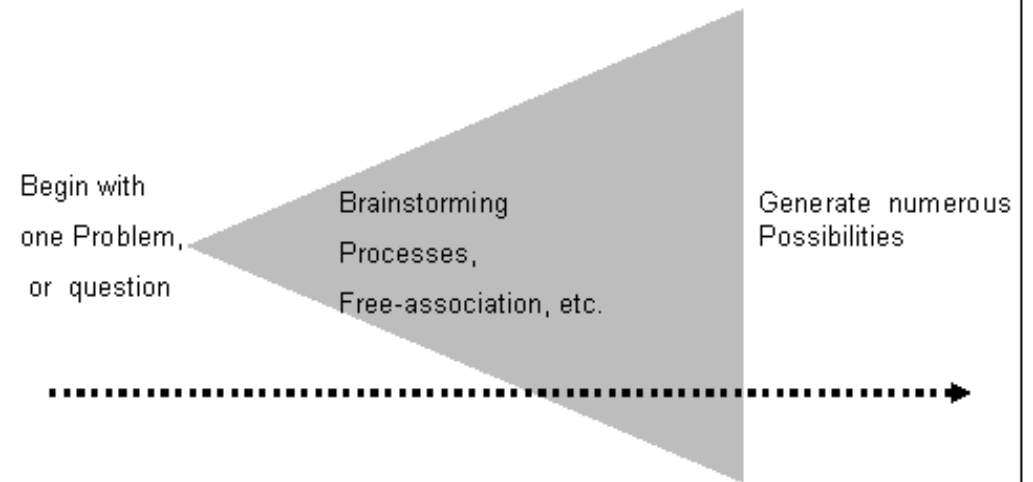
Vertical thinking follows the tried and tested ways, while lateral thinking is more likely to follow the least common path.

# Vertical vs. Lateral Thinking

## Critical Thinking (Vertical)



## Critical Thinking (Lateral)

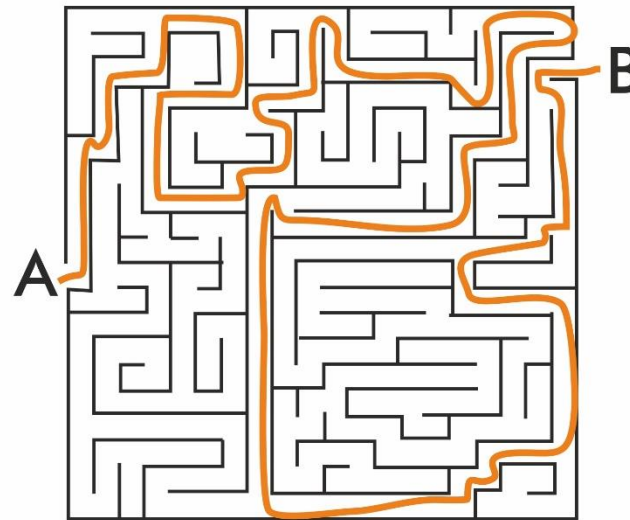




# Vertical vs Lateral Thinking

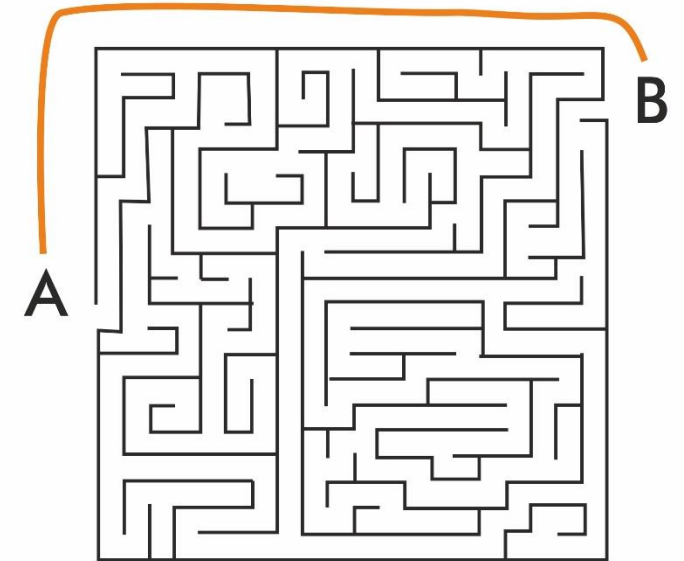
## Traditional Logic

Making assumptions  
of what the rules are



## Lateral Thinking

Disregarding  
'implied' rules



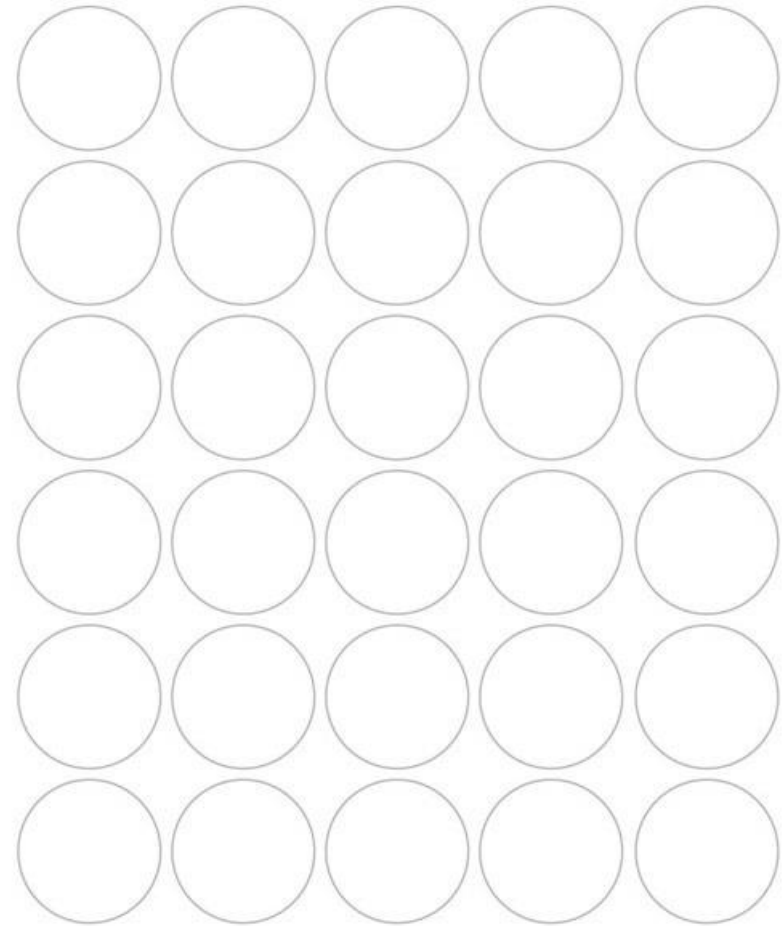
# Lateral Thinking Example

- What is half of 8?
- By conventional (vertical) method
  - It's 4
- By lateral thinking method it could be:
  - 4 or 3 or 0 or 8.
    - **4** if  $8/2$
    - **3** if you slice 8 vertically
    - **0** if you slice 8 laterally
    - **8** if you slice 8 across its depth considering it to be a 3D figure.

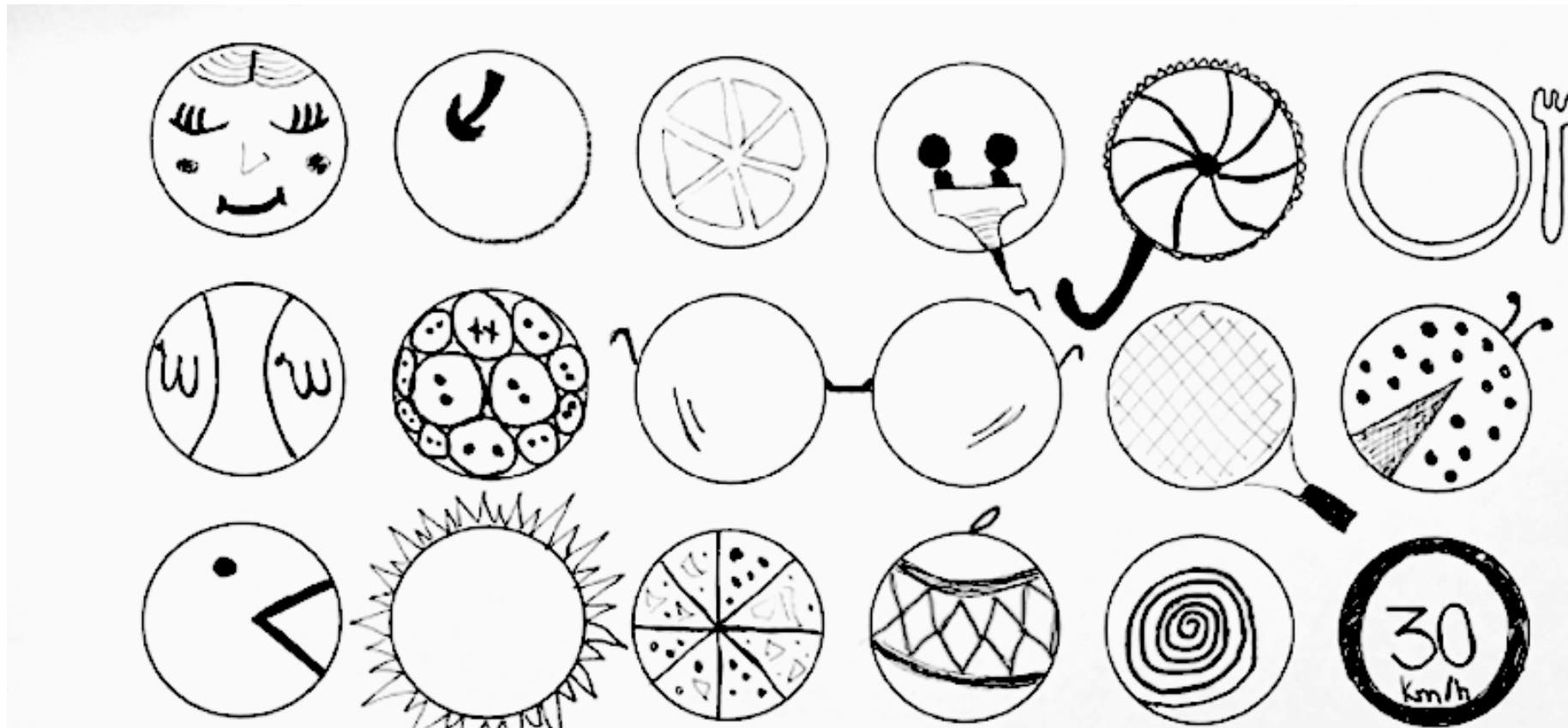
# The 30-Circles Test

- The 30 Circles Test was developed by Stanford Creativity Researcher Bob McKim.
- It is an excellent way to exercise your imagination, practice working within restrictions, and sharpen your mind.
- You can do it on your own or in a group.
- The goal is to push and test your creativity by turning circles into recognizable objects in a very short period of time.
- The motive behind the 30 circles is to stop yourself from self-censoring.
- When you go for quantity, you don't have time to think your idea is bad, you can edit later. This is the stage where creativity flourishes.
- Patterns, shapes, objects, words are all acceptable — there is no write or wrong way. The key to this exercise is quantity over quality.

## 30 CIRCLES TEST

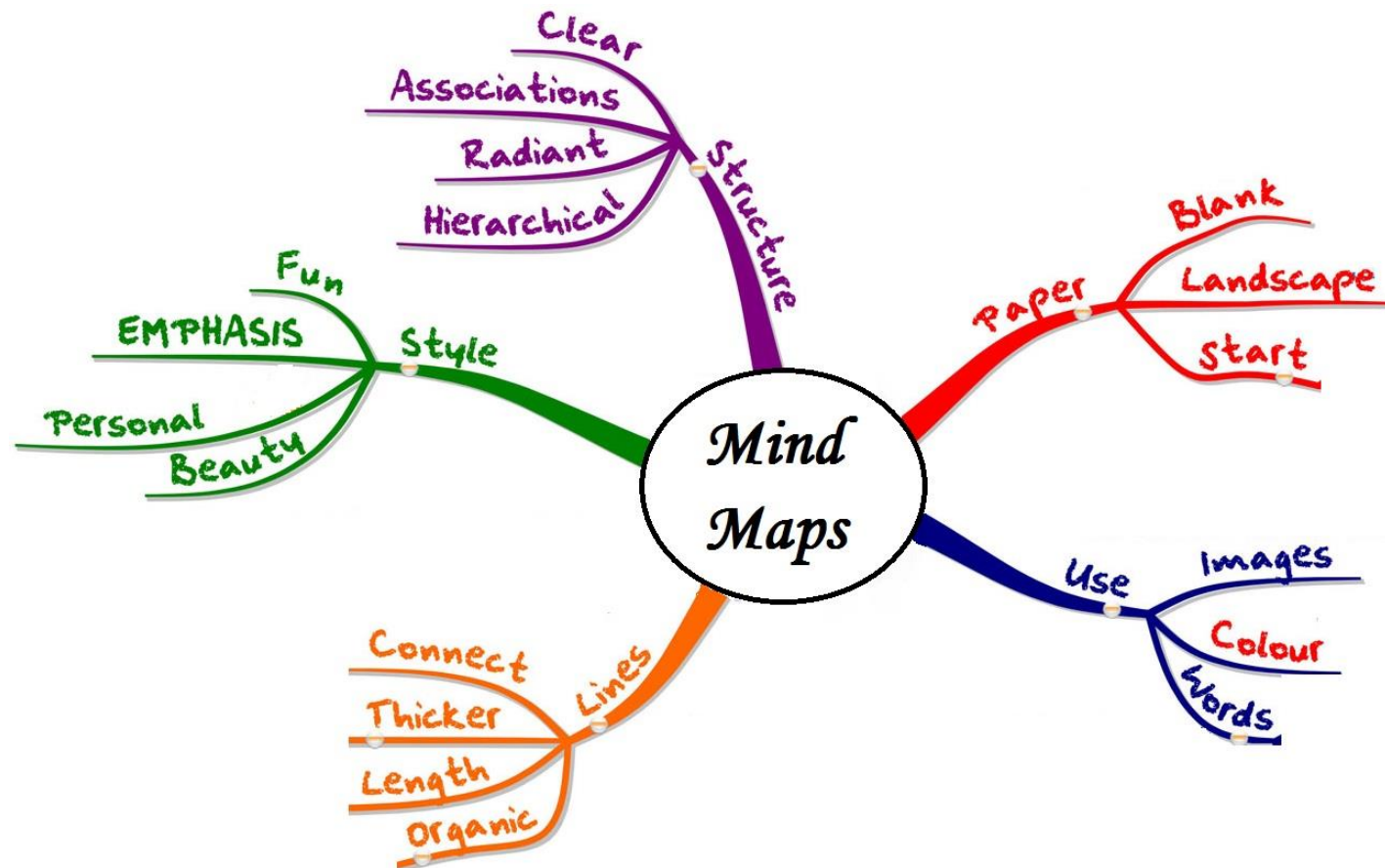


# The 30-Circles Test



# Mind Mapping

*A mind map is a diagram used to visually organize information.*



# Mind Mapping

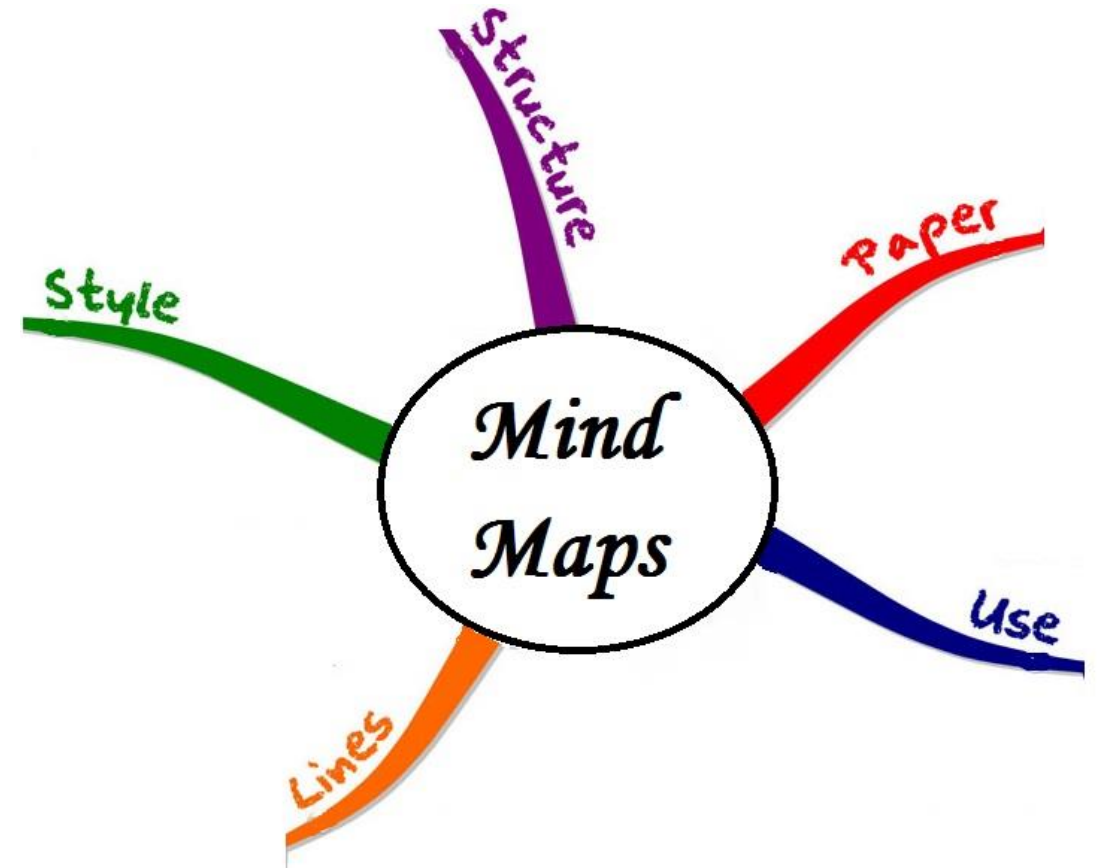
- Mind Mapping is a simple but powerful technique that can help you
  - ❖ to learn more effectively
  - ❖ improve your memory
  - ❖ come up with new creative ideas
  - ❖ enhance your problem solving abilities
- Mind Maps help you remember information more easily,
  - as it is presented in a format that your mind naturally finds easier to recall.

# Mind Mapping

- ❖ *A mind map is a diagram used to **visually organize information**.*
- ❖ *Technique for drawing information **in diagrams, instead of writing** it in sentences.*

# How to draw mind map

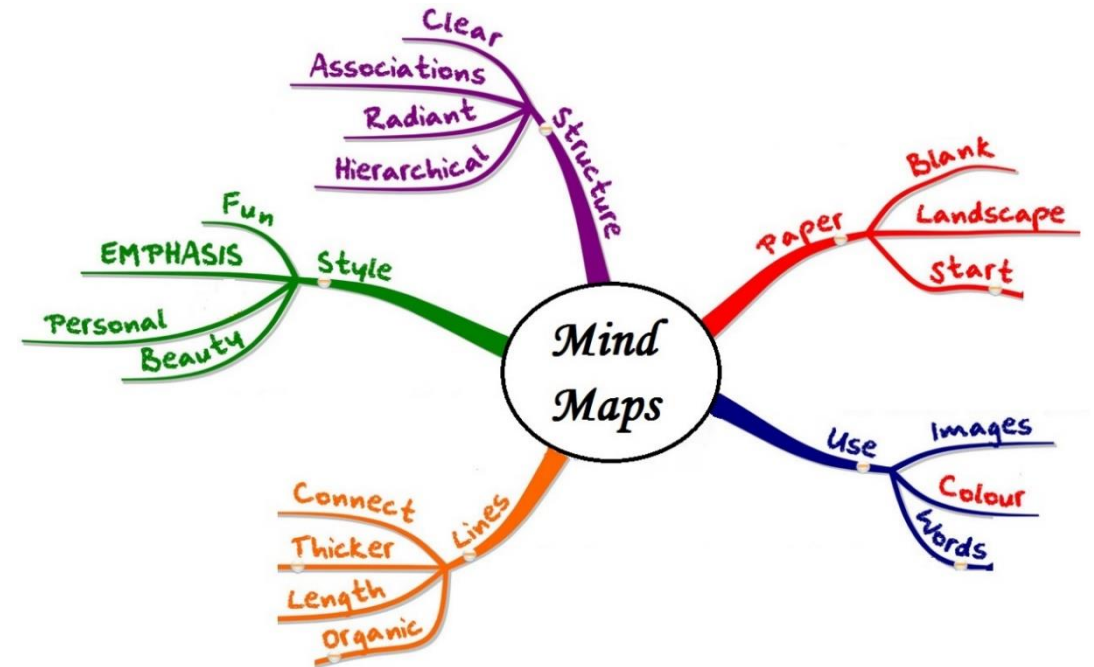
1. Start by writing the title of the subject you're looking at in the center of the page, and drawing a circle around it.
2. Next add any major subtopics or important related areas, by drawing lines that radiate out from this circle, and labelling each one as one of the subtopics



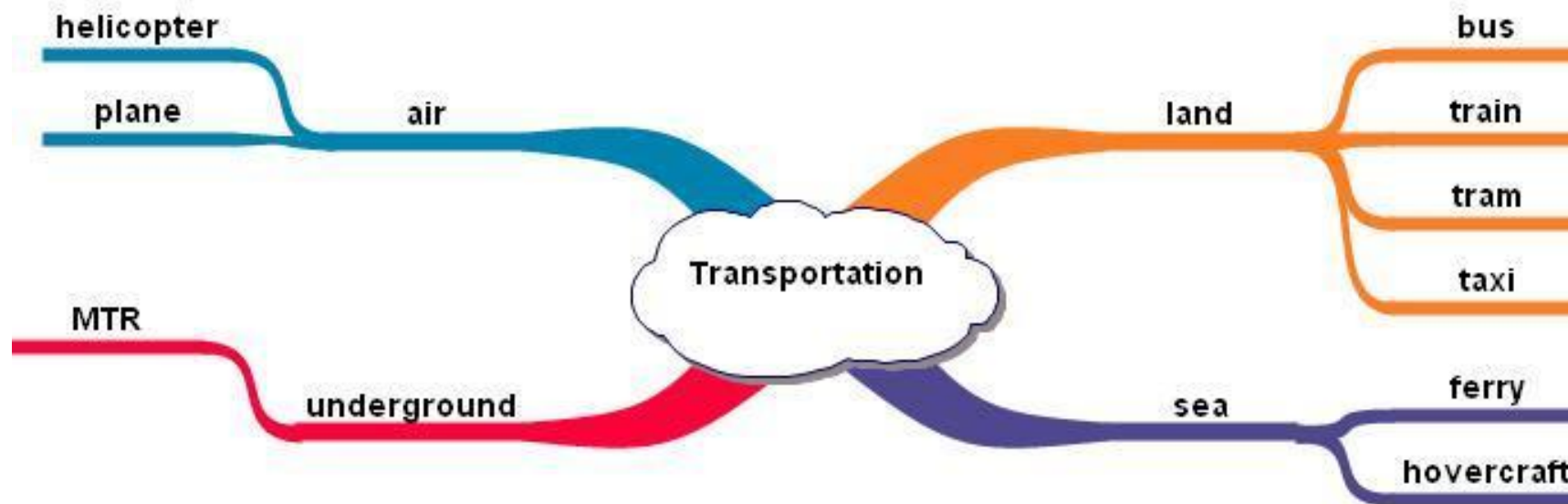


# How to draw mind map

3. Dig a little deeper into each of these subtopics, by adding in further smaller lines extending out from the end of each topic line, like branches on a tree.
4. Continue breaking down each heading further, until you have the individual facts or ideas, draw lines out from the appropriate heading line and label them

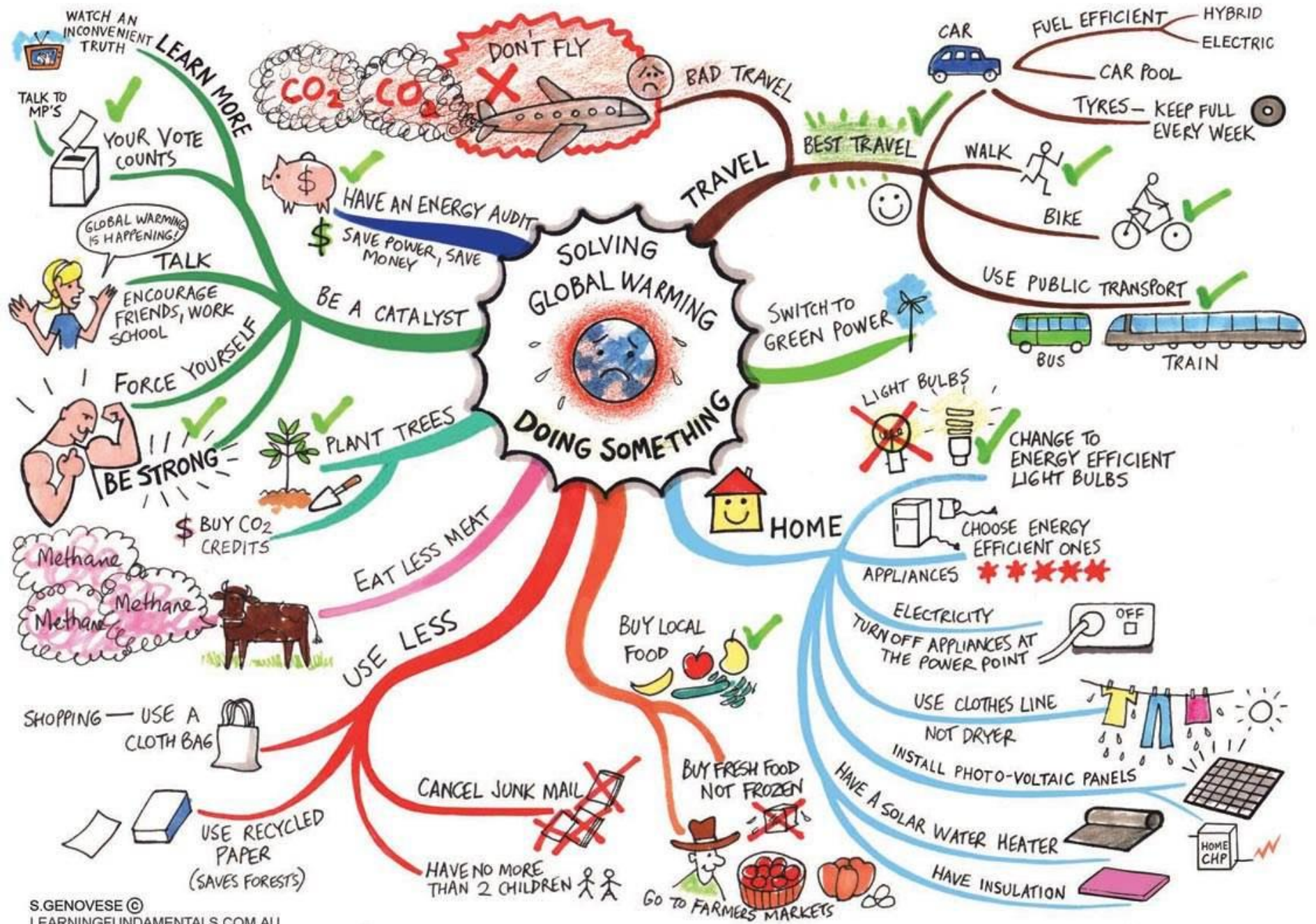


# Mind Map of Transportation



# Mind Mapping Guidelines

1. Start in the center with an image of the topic
2. Use images, symbols, codes, and dimensions throughout your mind map.
3. Select key words and print using upper or lower case letters.
4. Each word/image is best alone and sitting on its own line.
5. The lines should be connected, starting from the central image.
6. The lines become thinner as they radiate out from the center.
7. Make the lines the same length as the word/image they support.
8. Use multiple colors throughout the mind map, for visual stimulation and also grouping.
9. Develop your own personal style of mind mapping.
10. Show associations in your mind map.



# Mind Mapping Session (20 minutes)

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- I. Solutions to traffic problem in Istanbul
- II. How to have a healthier life?
- III. How to make world safe place to live?