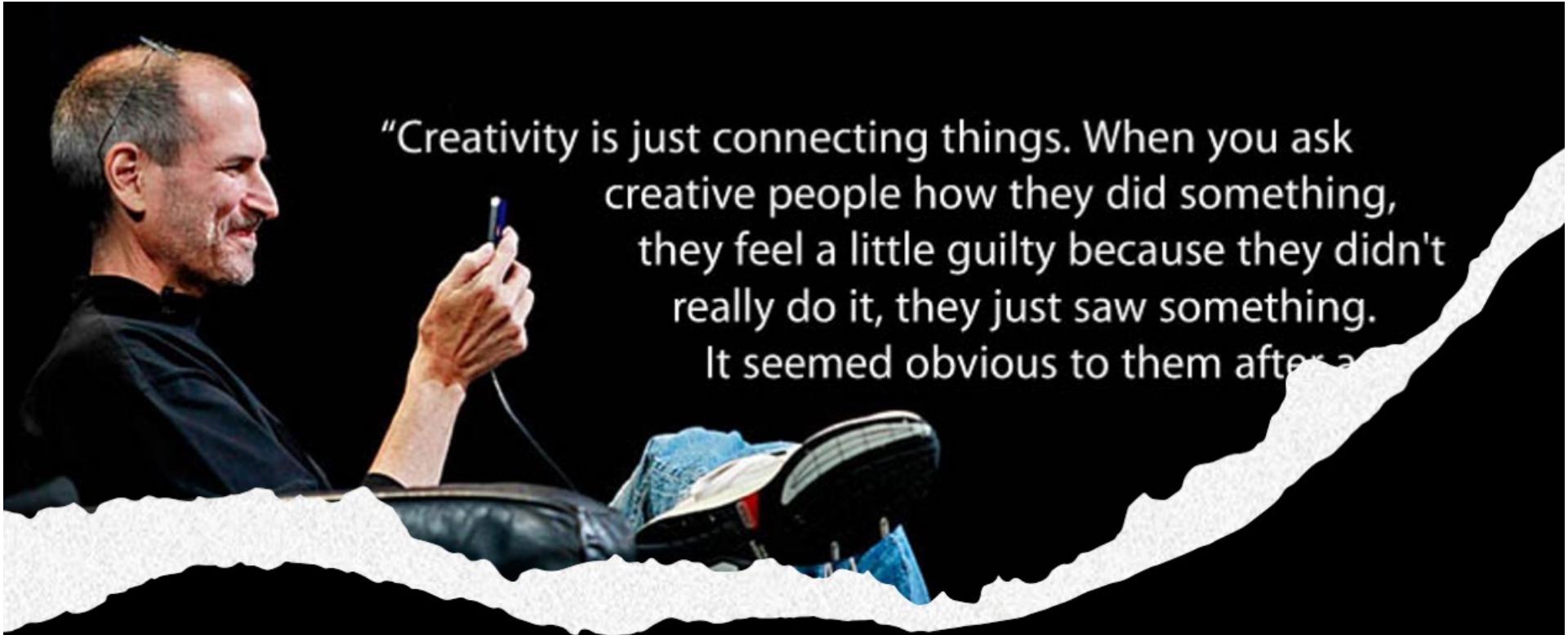


# The Systematic Approach to Creativity

Rom Schrift  
June 2022

# Creativity?

There are more than dozen definitions for creativity.

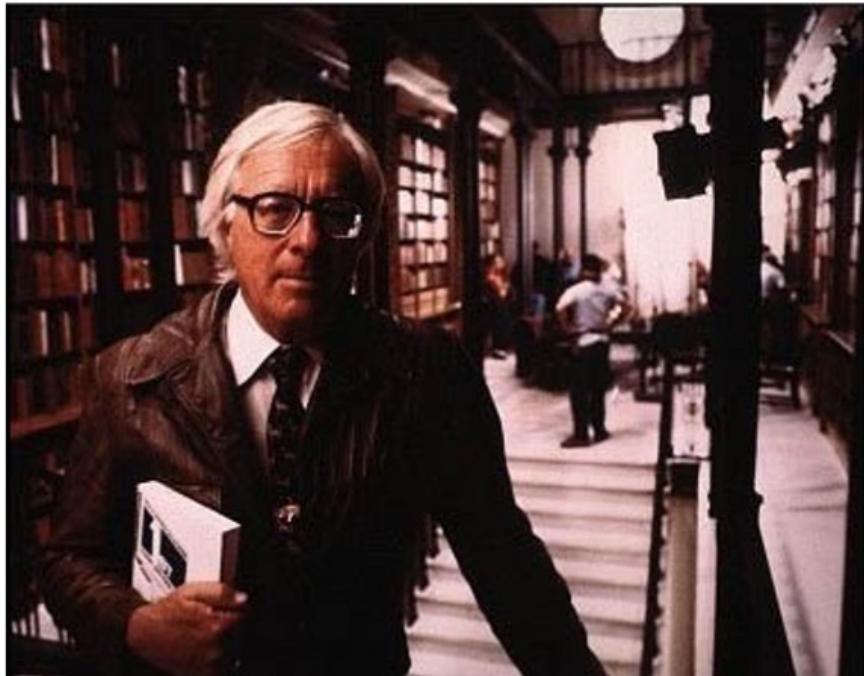
A black and white photograph of Steve Jobs. He is seated at a dark wooden desk, looking down and smiling slightly. He is wearing a dark long-sleeved shirt and dark trousers. In his right hand, he holds a blue pen with a small circular logo on it. His left hand rests on a thick, blue and white book or folder on the desk. The background is dark, and the lighting highlights his face and the desk area.

"Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a few days."

# Creativity?

# Creativity?

---



**"Don't think. Thinking is the enemy of creativity. It's self-conscious, and anything self-conscious is lousy. You can't try to do things. You simply must do things."**

- Ray Bradbury

TwistedSifter.com

# Creativity?



“The chief enemy of creativity is  
good sense.”

— Pablo Picasso

# Creativity?



**“Creativity comes from  
a conflict of ideas”**

**- Donatella Versace**

TwistedSifter.com

**CREATIVITY  
IS MAKING  
THE COMPLICATED  
SIMPLE.**

— CHARLES MINGUS



Creativity?

Professor Rom Y. Schrift

# Creativity is...

Webster's - Creativity is marked by the ability or power to create/to bring into existence, to invest with a new form, to produce through imaginative skill, to make or bring into existence something new.

Carl Rodgers (psychologist and writer) -- The emergence of a novel, relational product, growing out of the uniqueness of the individual.

Henry Miller (writer) -- The occurrence of a composition which is both new and valuable.

John Haefele (CEO and entrepreneur) -- The ability to make new combinations of social worth.

Newell, Simon, & Shaw (team of logic theorists) -- A special class of problem solving characterized by novelty.

H. H. Fox (scientist) -- Any thinking process in which original patterns are formed and expressed.

E. Paul Torrance (educator, academic, creativity investigator) -- Fluency , flexibility, originality, and sometimes elaboration.

Rollo May (writer, philosopher) - Creativity is the process of bringing something new into being...

Roger von Oech - Creative thinking involves imagining familiar things in a new light, digging below the surface to find previously undetected patterns, and finding connections among unrelated phenomena.

Carnevale, Gainer, Meltzer - ... the ability to use different modes of thought to generate new and dynamic ideas and solutions

# Creativity?

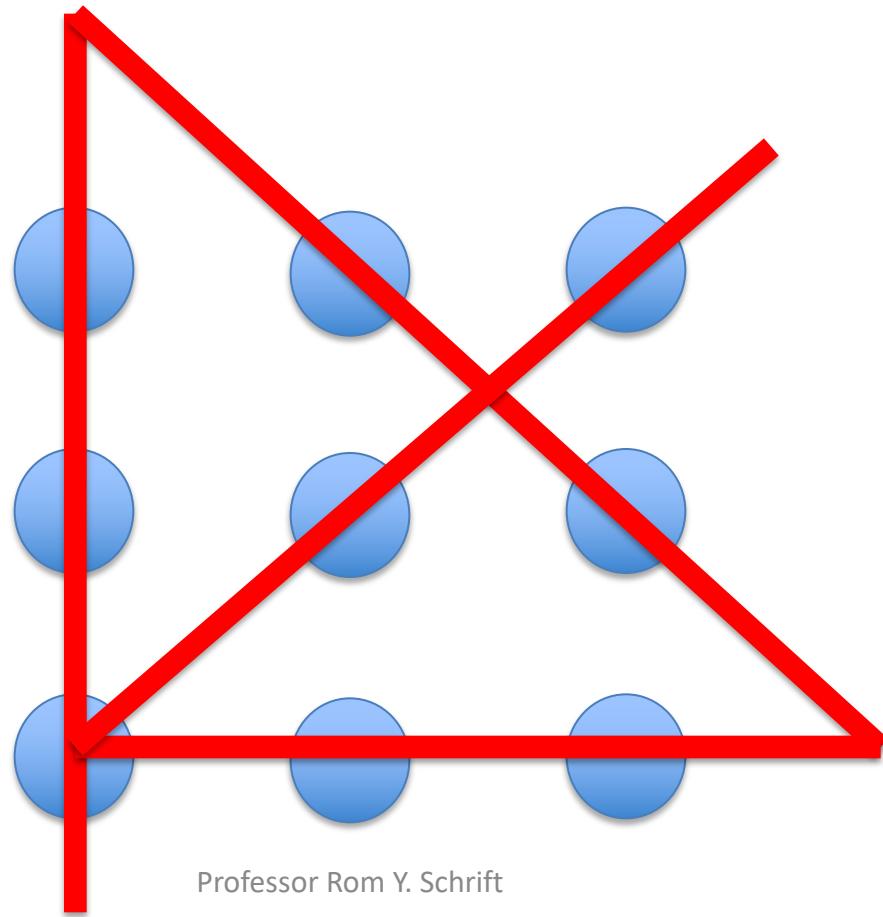
There are more than dozen definitions  
for creativity.

What is yours?

While the definitions are different,  
creative ideas are usually recognized  
with high agreement.

# “Think Outside the Box”

Guilford (1970)



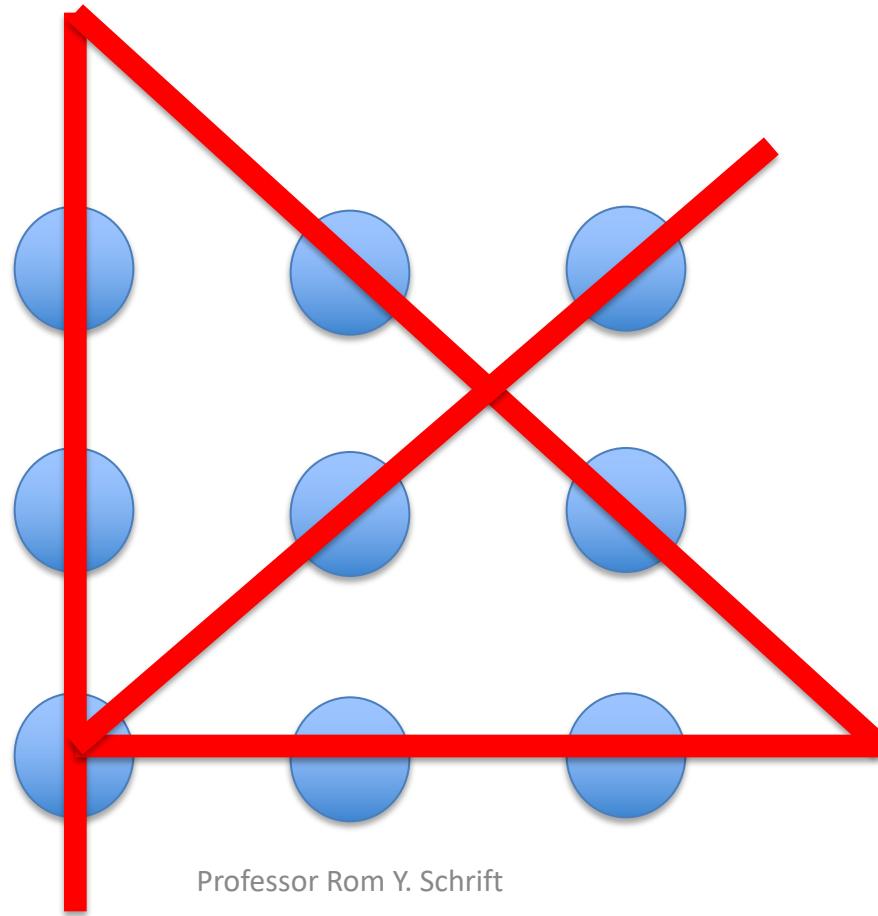
# Outside the Box?



*Inside*

# “Think Outside the Box”

Guilford (1970)  
Replication (1989)

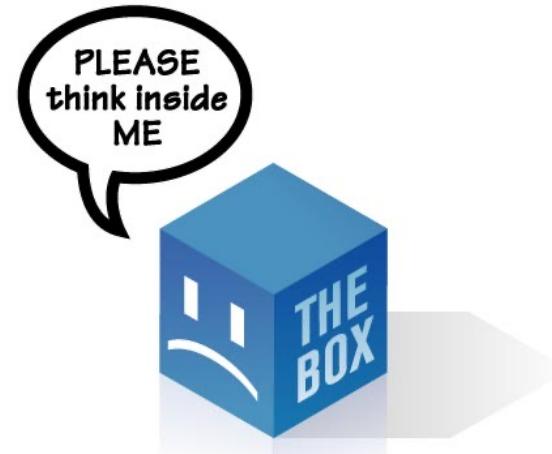


***“Never, ever, think outside the box.”***



# Myths about Creativity...

“Think Outside the Box”



No Constraints



Professor Rom Y. Schrift



# Constraints

Theodor Seuss Geisel  
(Dr. Seuss)



Challenge:  
50 words  
Result:  
Won the bet

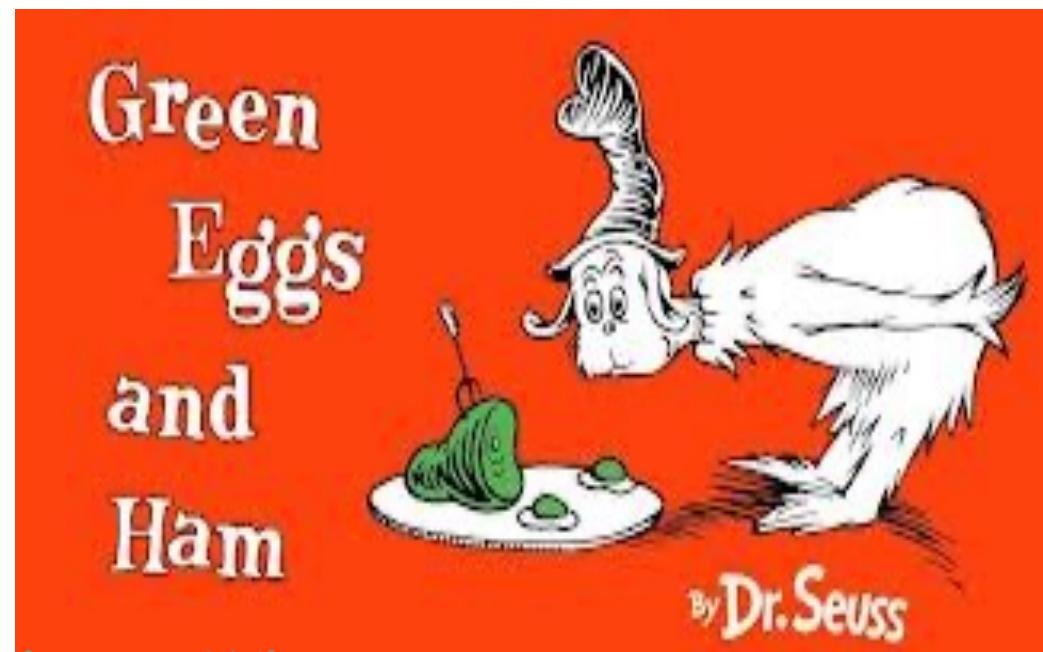
Challenge:

225 words of a list of 348 words

Result:

236 words (221 monosyllabic)

“Cat in the Hat”



# Improvisations and Resourcefulness



Professor Rom Y. Schrift

# Improvisations and Resourcefulness



Professor Rom Y. Schrift

# Improvisations and Resourcefulness



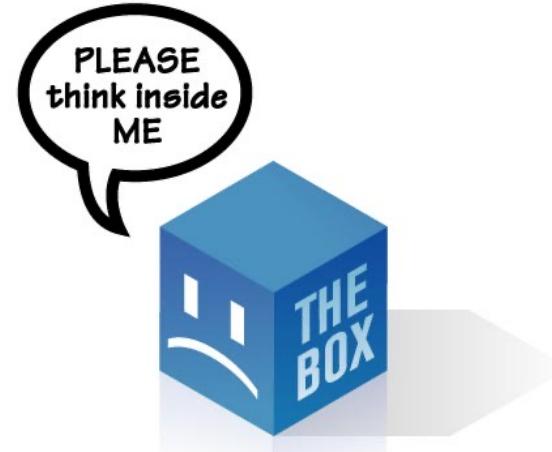
# Improvisations and Resourcefulness



Professor Rom Y. Schrift

# Myths about Creativity...

“Think Outside the Box”

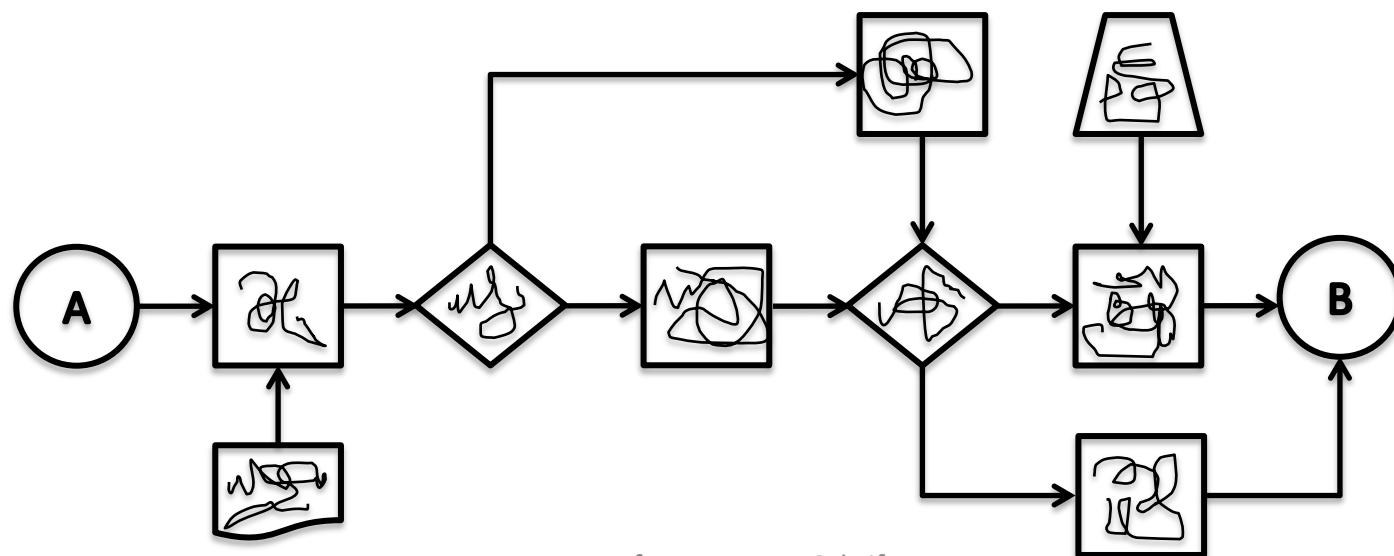
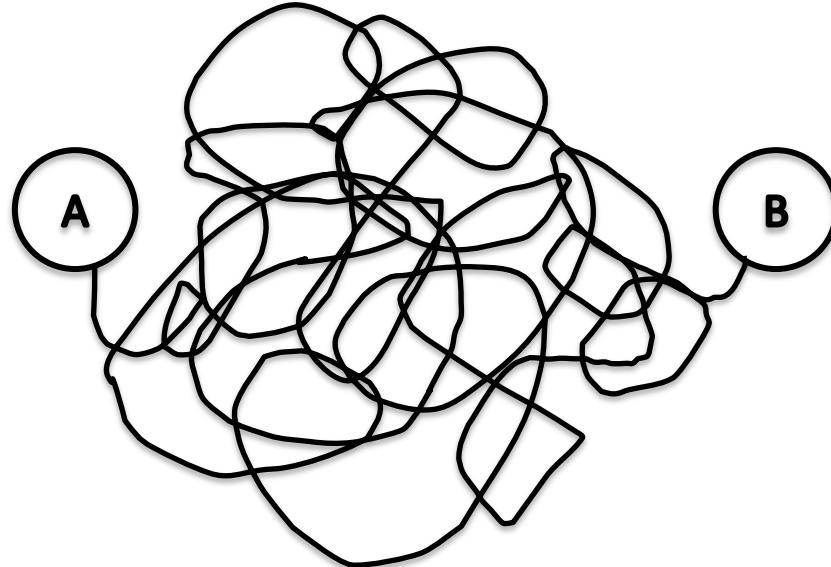


No Constraints



Professor Rom Y. Schrift





Professor Rom Y. Schrift



BBDO



Johnson & Johnson

PEARSON

COLUMBIA UNIVERSITY  
IN THE CITY OF NEW YORK

CONSTRUCTORA  
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HILTON  
WORLDWIDE

MERCK

Samsonite

Kraft

BRINKS

Minneapolis  
City of Lakes

MAKHTESHIM  
AGAN

HOAVI  
LOGISTICS

COMVERSE

P&G  
Procter & Gamble

SIEMENS

SAP

BAYER

McCANN  
WORLDGROUP

AMA  
AMERICAN  
MEDICAL  
ASSOCIATION

DAVIVIENDA  
bancafé

ETHICON ENDO-SURGERY, INC.  
a Johnson & Johnson company

TheMarker

DrScholl's®



Unilever

matrix  
International Financial Services

Google

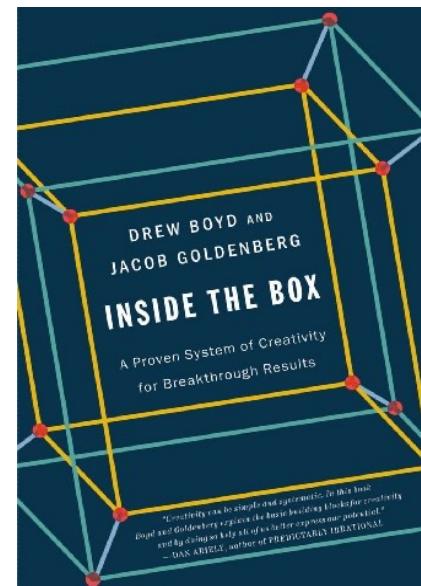
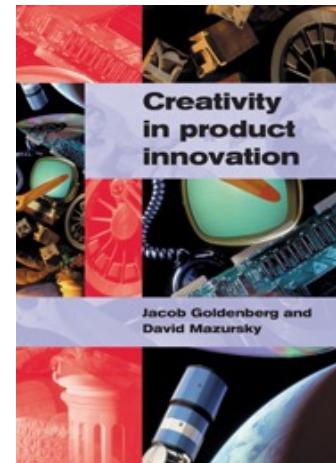
Deloitte.

MOTOROLA

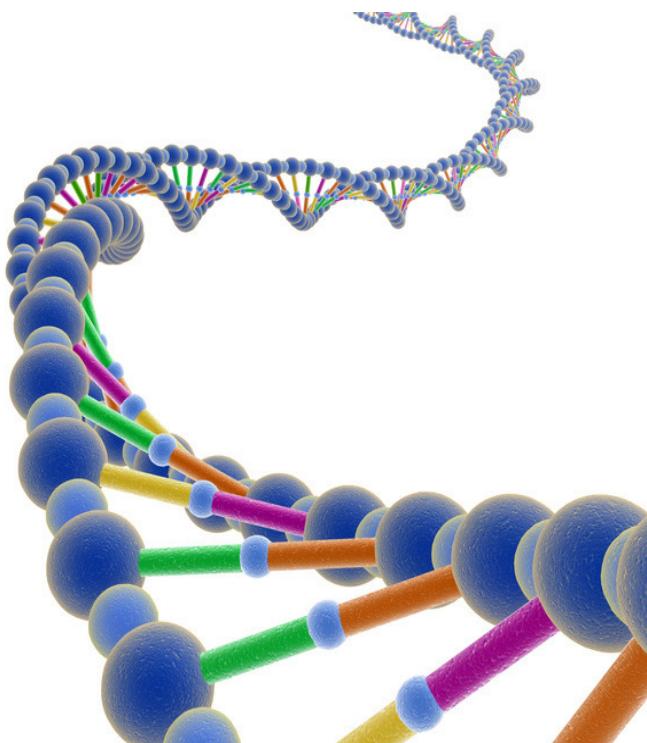
MasterCard

leumi

IAI



# The Systematic Approach to Creativity – Templates



# Febreze® NOTICEables



**...it alternates between two complementary scents all day.**



**momentum**  
*multiply*  
rewards

## Save as you Gym™ - the more you gym, the less you pay

Through Multiply's Save as you Gym benefit, you can join state-of-the-art Virgin Active or Planet Fitness gyms nationwide. We incentivise you to be more active and to exercise regularly – the more you gym, the less you pay!

### Skip the gym? You'll pay a penalty

New app helps you focus your intentions by charging you a fee if you don't work out

December 28, 2011 | By Heidi Stevens, Tribune Newspapers



Professor Rom Y. Schrift



Domino's Pizza dominates the pizza delivery market (especially in some European countries).

What was the main factor that helped Domino's establish its status in 1973?

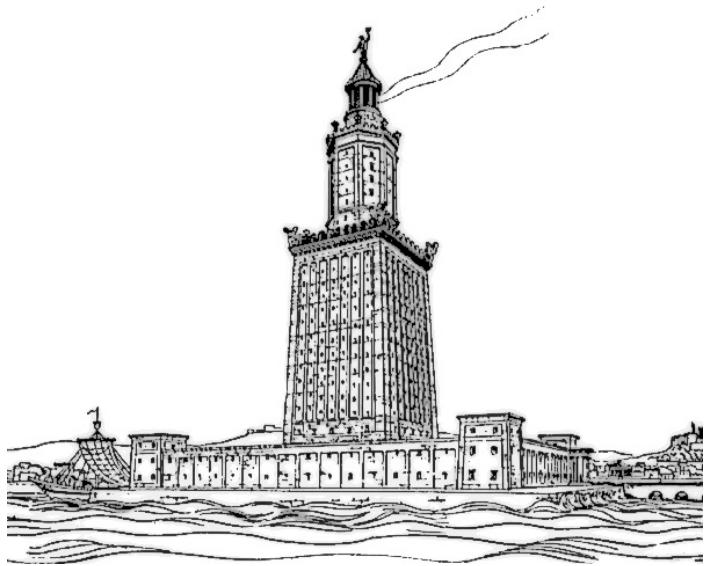


# Polo Harlequin



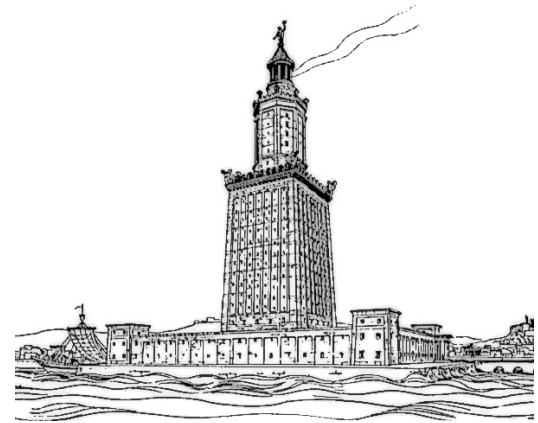
Professor Rom Y. Schrift

# The Lighthouse of Alexandria



- Built ~250 BC and considered one of the 7 wonders of the ancient world.
- Praise the name of the ruler of Alexandria (King Ptolemy the 2<sup>nd</sup>).
- Designer: Sostratus of Knidos.

# Template?



Professor Rom Y. Schrift

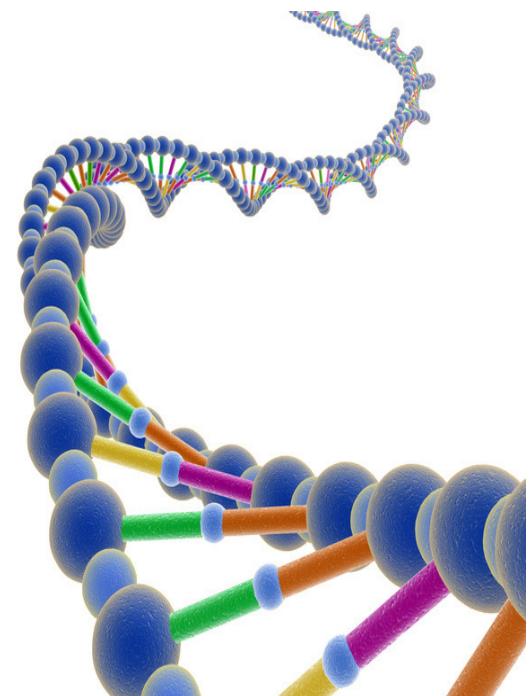
**momentum multiply**  
rewards

Save as you Gym™ - the more you gym,  
the less you pay

Through Multiply's Save as you Gym benefit, you can join state-of-the-art Virgin Active or Planet Fitness gyms countrywide. We incentivize you to be more active and to exercise regularly – the more you gym, the less you pay!

# The Systematic Approach to Creativity – Templates

- Underlying structure of the idea
  - Attribute Dependency
  - Replacement
  - Subtraction
  - Multiplication
  - Division
  - Task Unification



# Negotiation

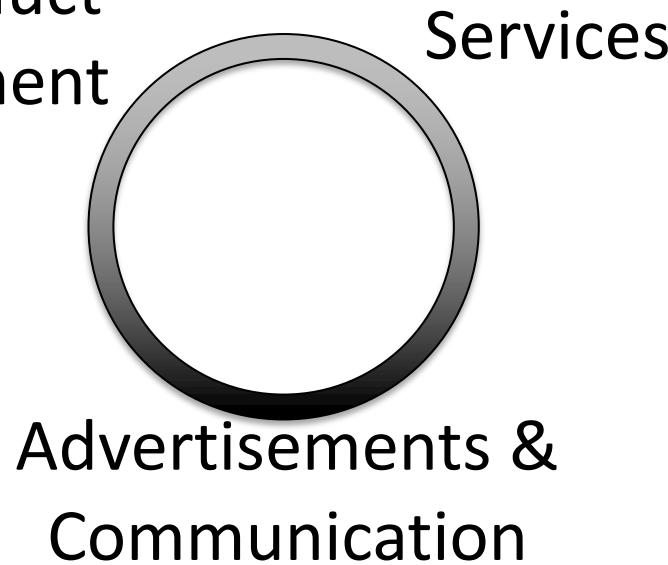
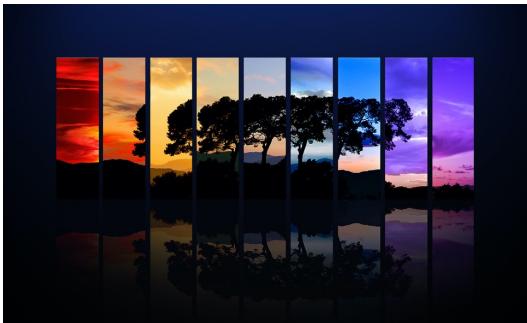


# Problem Solving



New Product  
Development

Design



Professor Rom Y. Schrift





# Conditioner

Professor Rom Y. Schrift



@Graphicdesignbay.com



HULK NOW ON  
PS2.

DISTRIBUTED BY SATELLITE SATEURN

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# Extreme Consequences

For fast working laxatives



Professor Rom Y. Schrift



Professor Rom Y. Schrift



“Use Electricity Wisely”



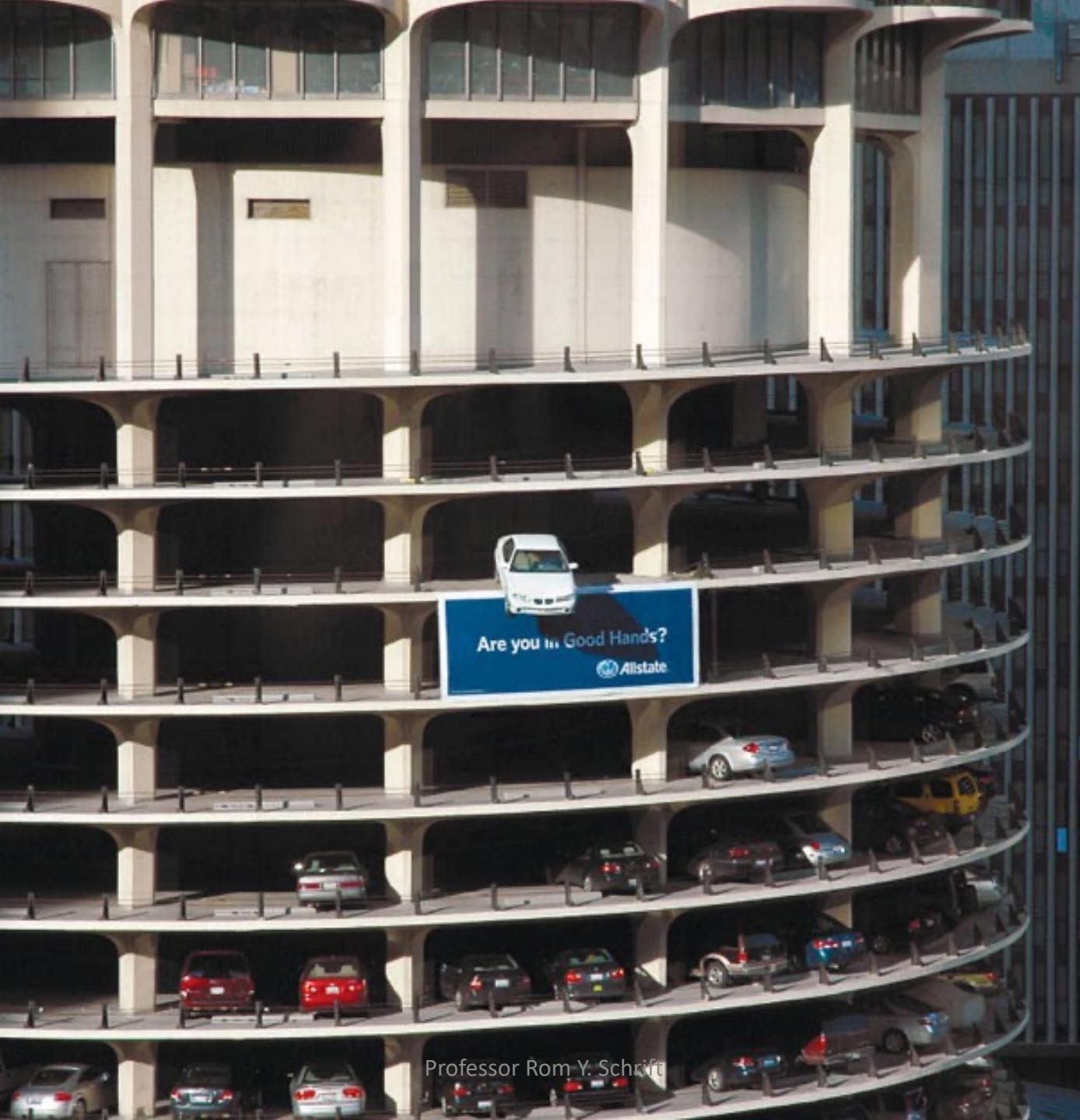
“Mr. Clean”



Professor



Professor Rom Y. Schiffrin



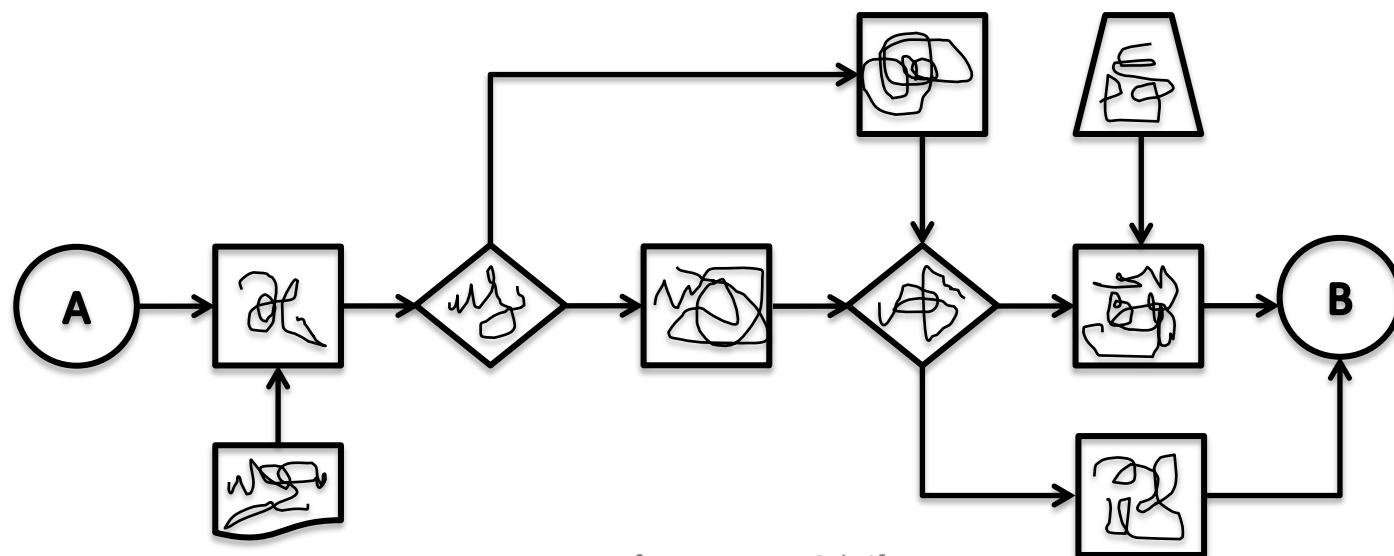
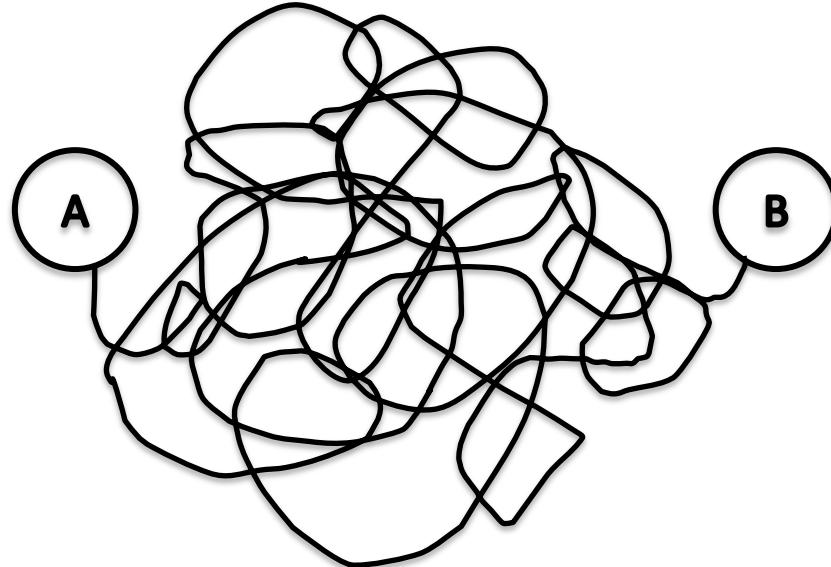
Professor Rom Y. Schrift



Professor Rom Y. Schrift



Professor Rom Y. Schrift



Professor Rom Y. Schrift

# Two Volunteers...

# Challenge the Assumptions



*Inside*

# ~~“Think Outside the Box”~~

Line

Length

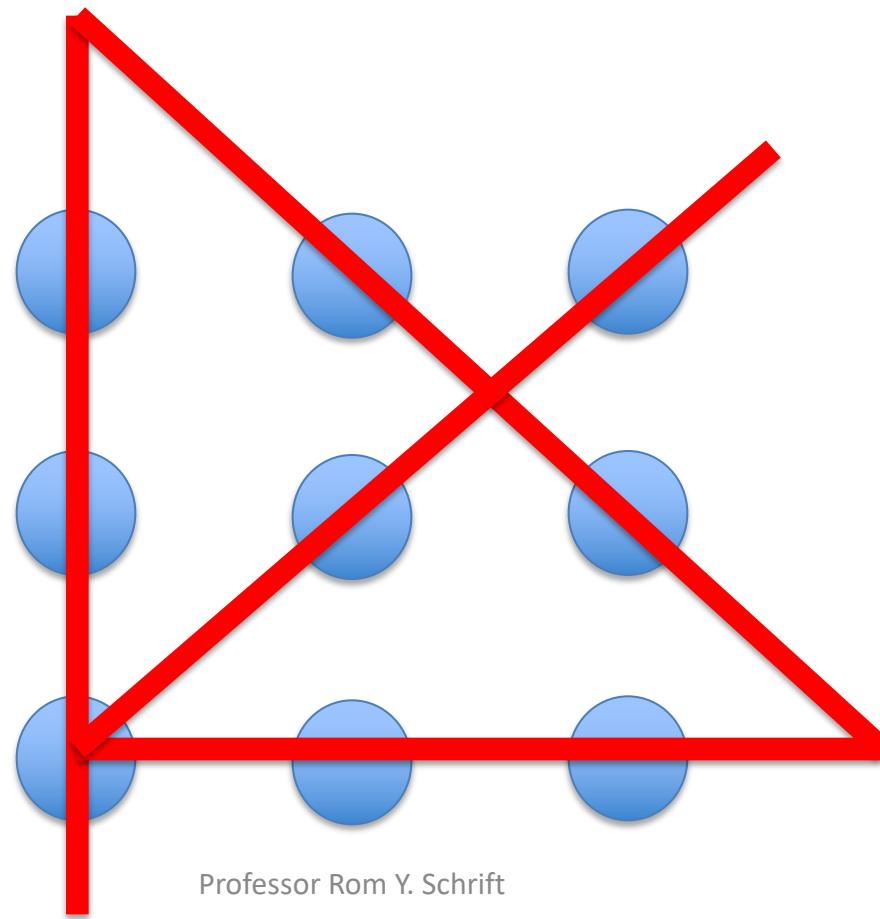
Color

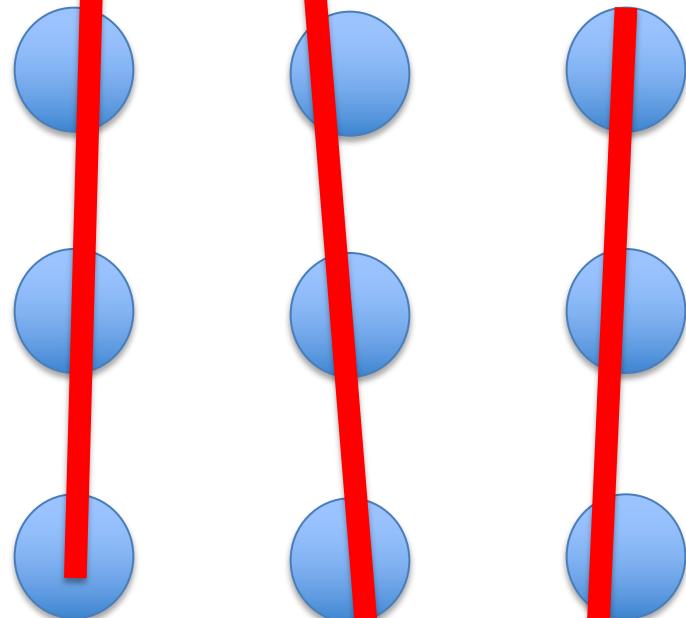
Width

...

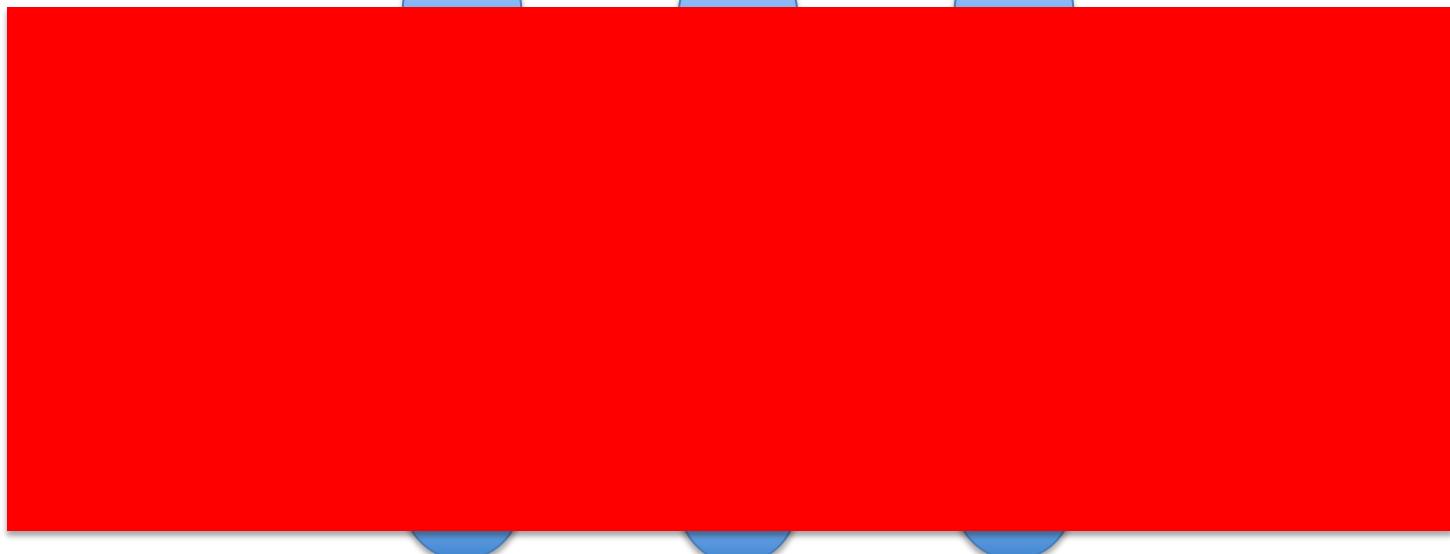
Dots

Paper

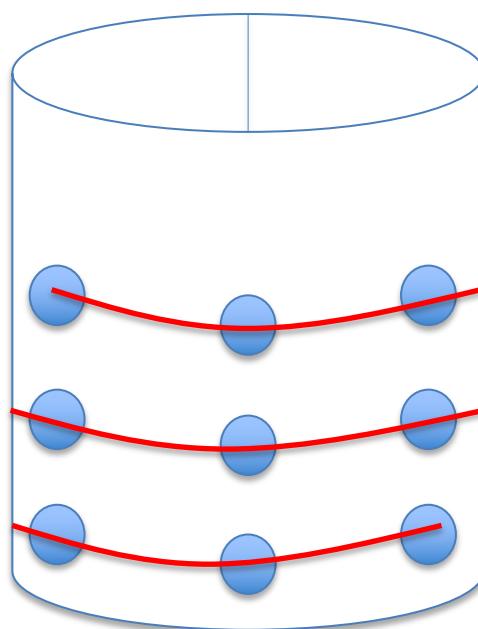
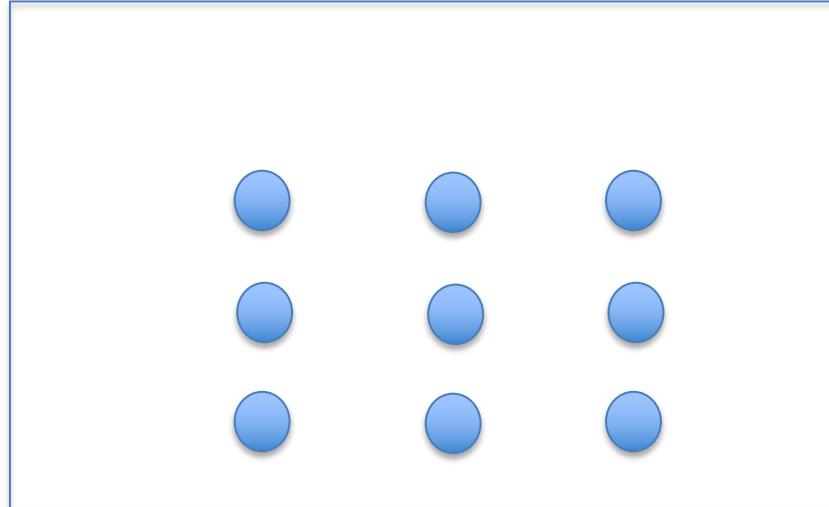




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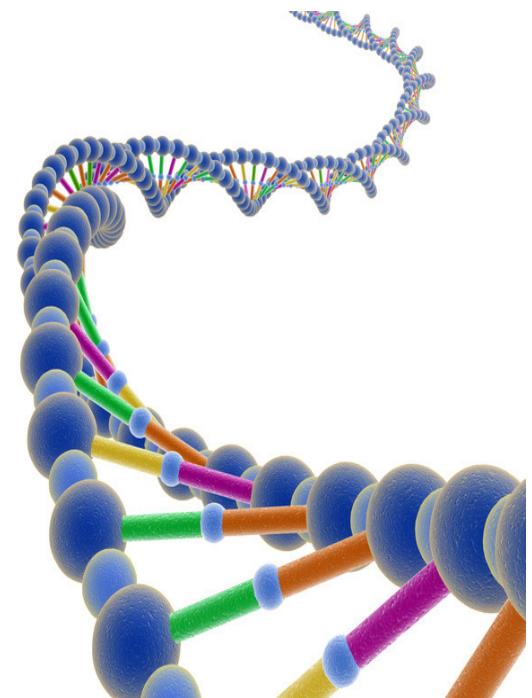
Professor Rom Y. Schrift

# The Systematic Approach to Creativity – Templates

- Underlying structure of the idea

- **Attribute Dependency**

- Replacement
  - Subtraction
  - Multiplication
  - Division
  - Task Unification



# The Attribute Dependency Template



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**momentum multiply**  
rewards

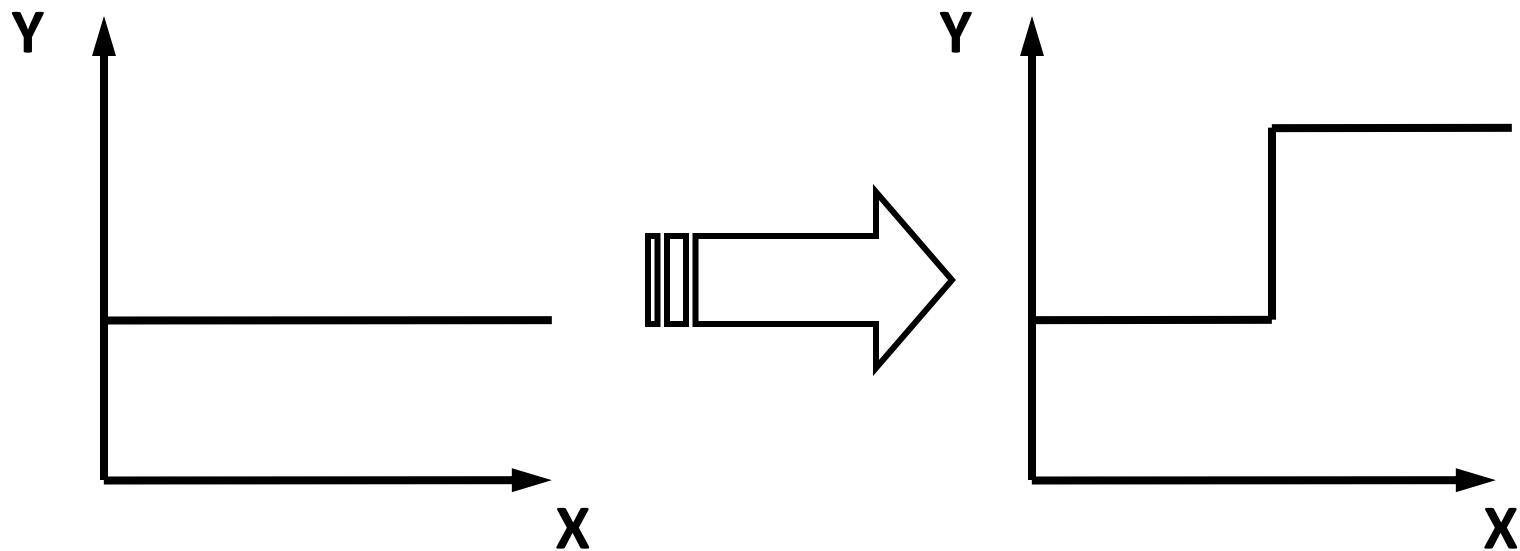
Save as you Gym™ - the more you gym,  
the less you pay!

Through Multiply's Save as you Gym benefit, you can join state-of-the-art Virgin Active or Planet Fitness gyms countrywide. We incentivise you to be more active and to exercise regularly – the more you gym, the less you pay!

## Change...



# Graphic Representation of Attributes Dependency





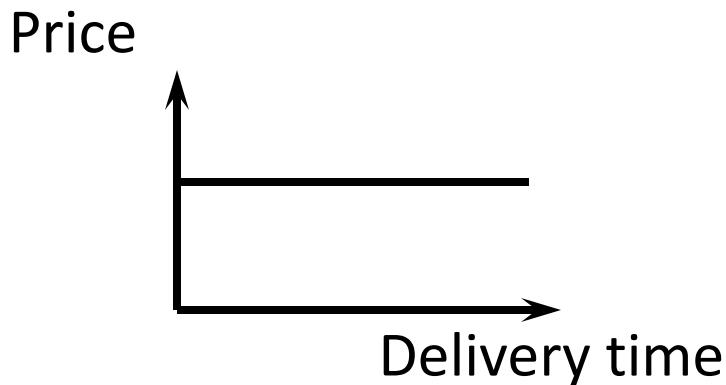
Domino's Pizza dominates the pizza delivery market (especially in some European countries).



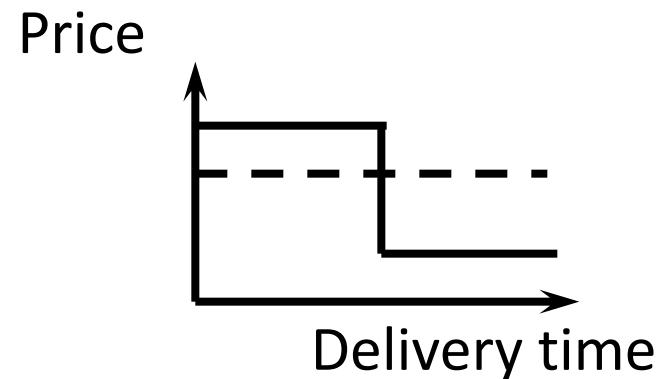
# Attribute Dependency

Example: Pizza Deliveries

The market  
before Domino's



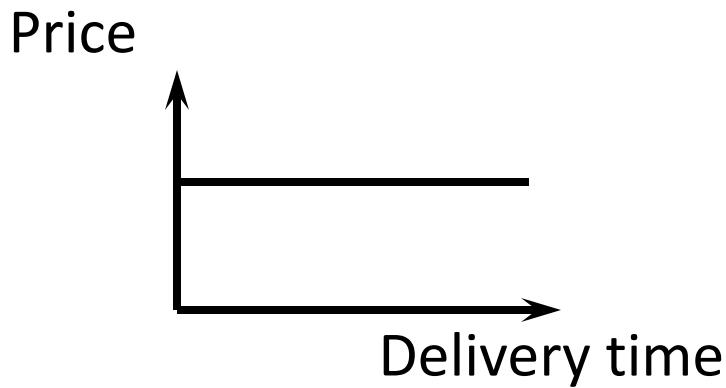
The market after  
Domino's



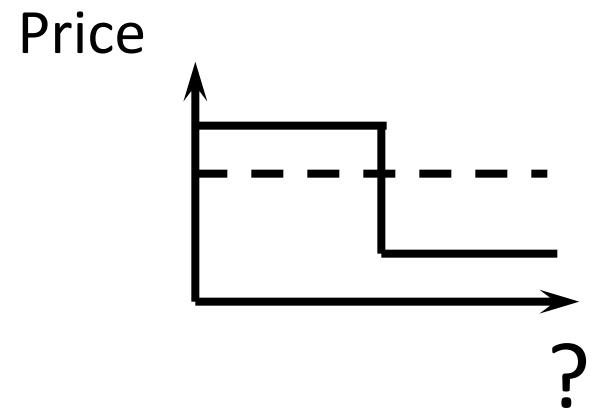
# Attribute Dependency

Example: Pizza Deliveries

The market  
before Domino's



The market after  
Domino's



# New dependency for pizza deliveries

## Attribute

The size of the pizza

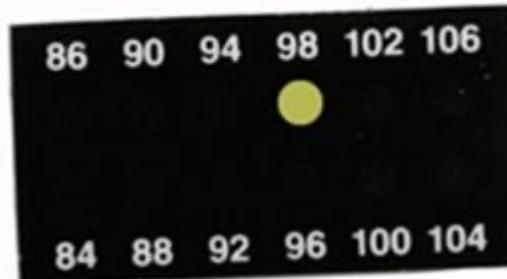
Taste

Adding a bottle of soft drink

Amount of previous orders

Temperature

# Doable?



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# The Forecasting Matrix

Example: A Cylinder Glass



Internal vs. External  
Attributes

Internal  
Attributes?

External  
Attributes?



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# Forecasting Matrix

Filter by

Select filter

Internal Attributes

Internal

Cup

Drink

External

Cup

Height

Diameter

Color

Heat Conduc...

Transparency

Height

Diameter

Color

Heat Conductivity

Transparency

Temperature

Alcohol %

Sugar %

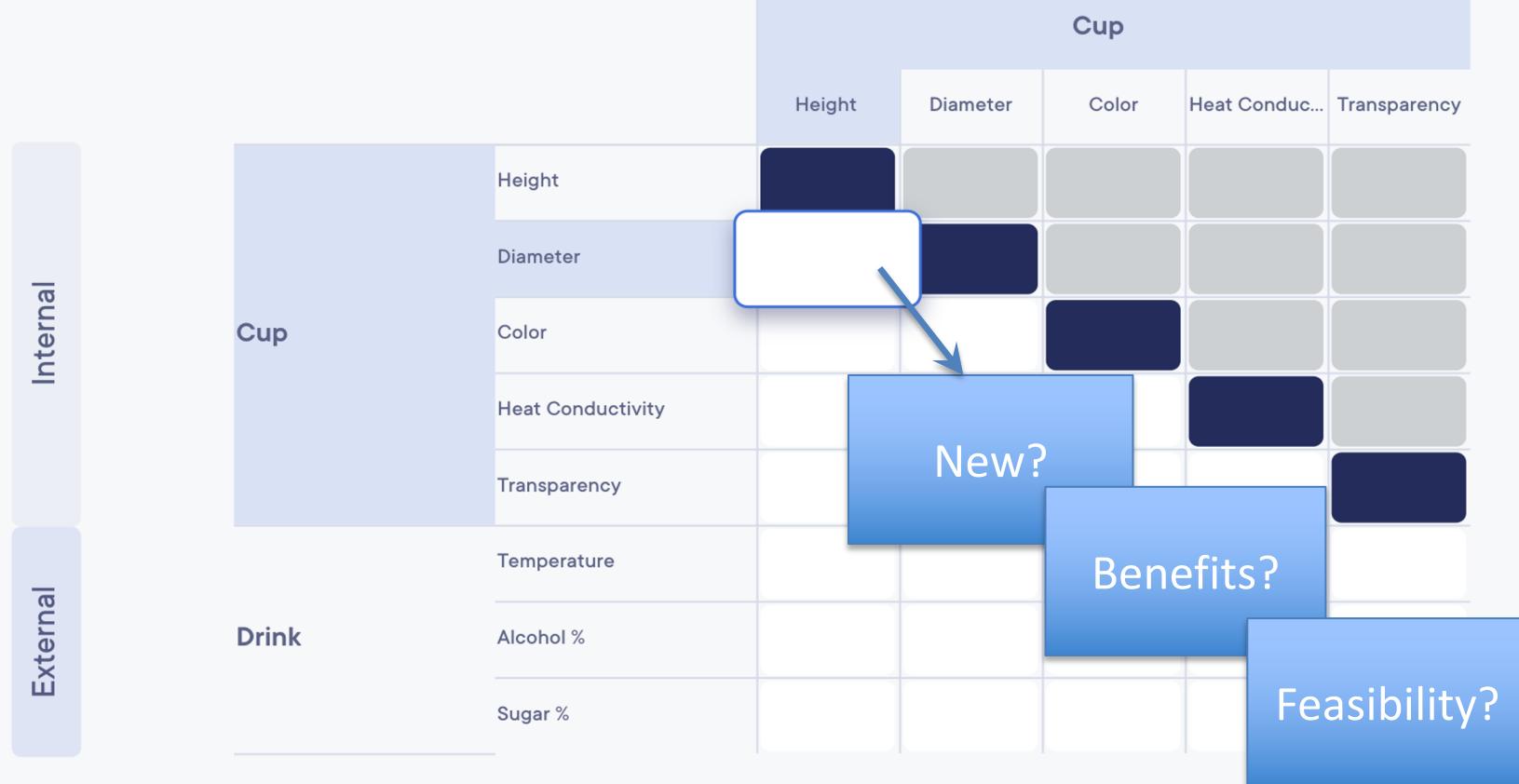
# Forecasting Matrix

Filter by

Select filter

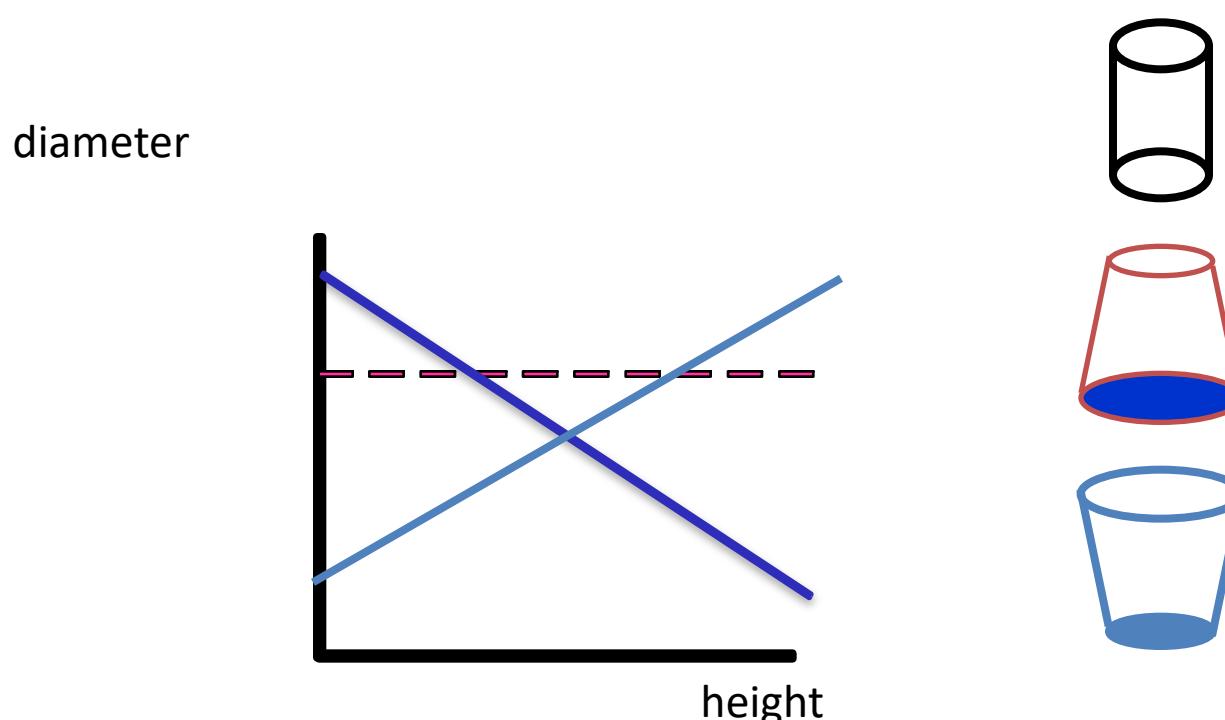


# Forecasting Matrix



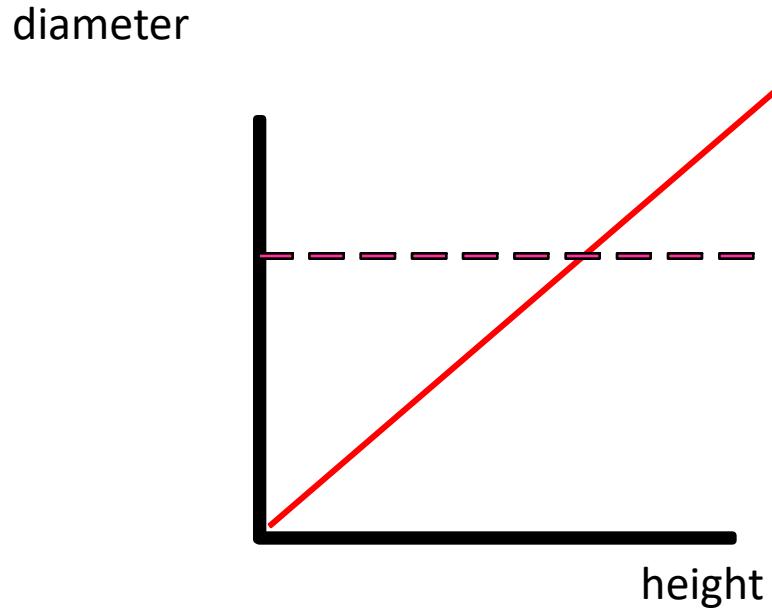
# Attribute Dependency

## (A) Height - Diameter



# Attribute Dependency

## (A) Height - Diameter



# Forecasting Matrix

Filter by

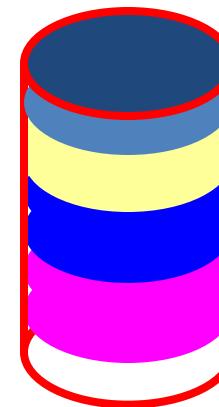
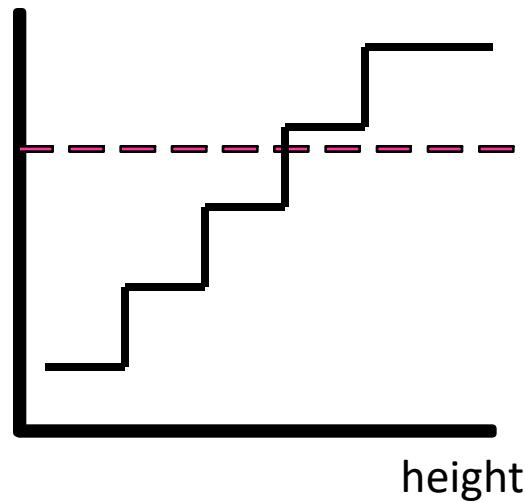
Select filter



# Attribute Dependency

## (B) Height - Color

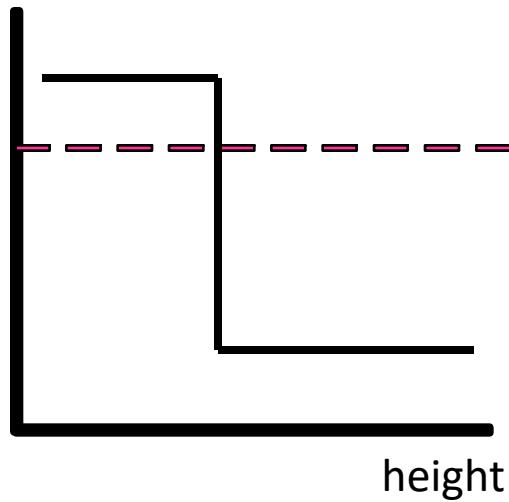
Color



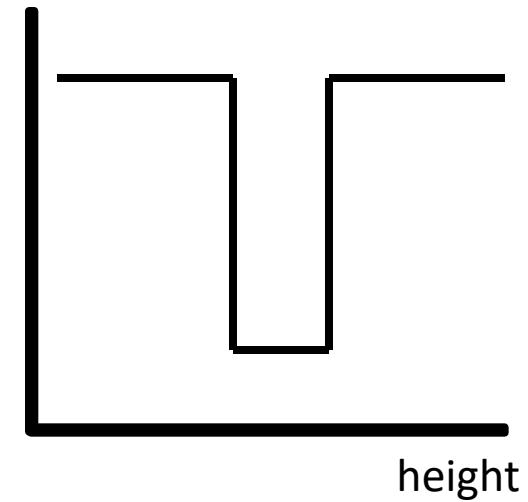
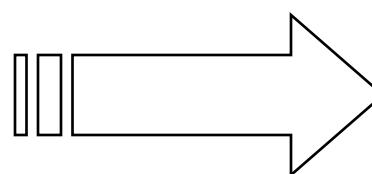
# Attribute Dependency

## (C) Height - Heat Conductivity

Heat Conductivity

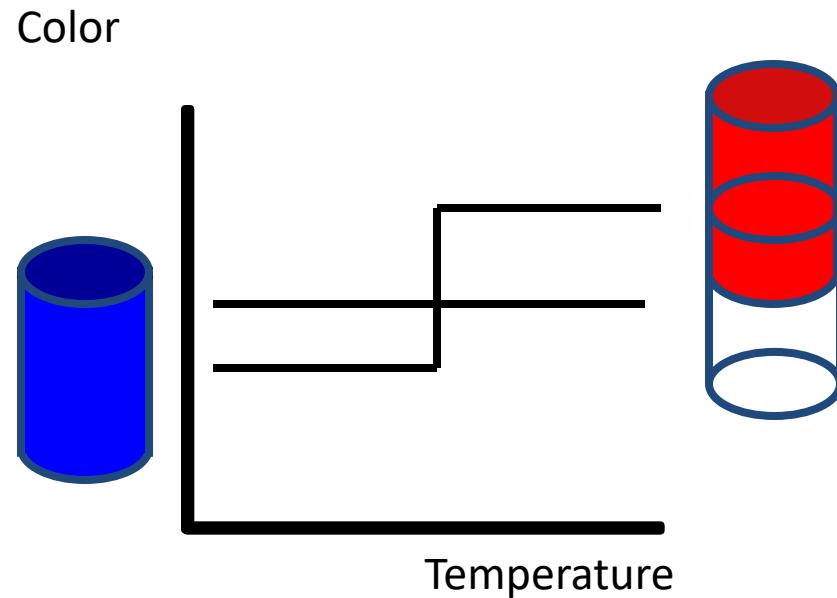


Heat Conductivity



# Attribute Dependency

(M) Temperature - Color



# Attribute Dependency

Color-Changing Beverages lid



Using SmartLid technology, coffee cup lids change their color according to the temperature of the drink. When placed on a cup with hot liquid, the lid turns red, then starts turning to its normal brown shade as the liquid cools. Looking at the lid color, the drinkers can tell if the drink is hot and whether the lid is securely attached to the cup.



"Here you go, a nice cup of coffee."

---



"The more you drink, it gets near to my heart."

---



"And now, I hope you've discovered my true love."



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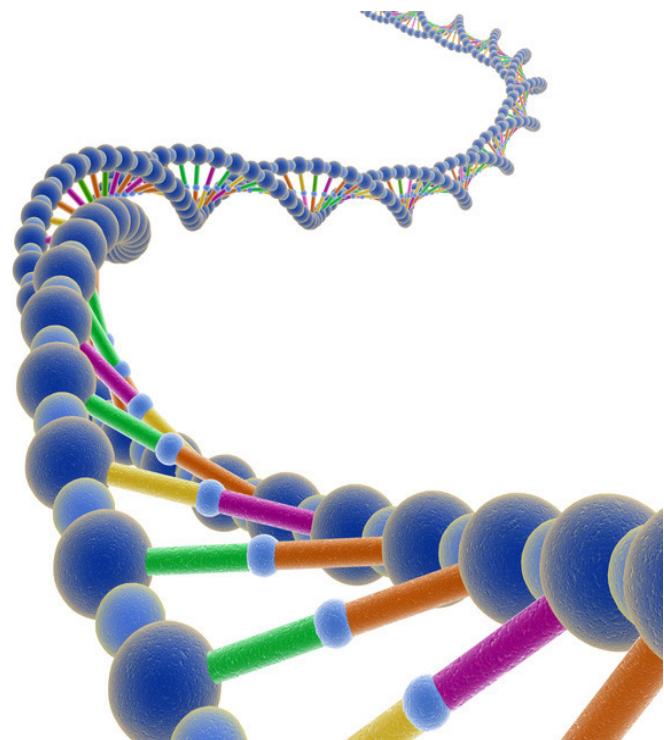
# Forecasting Matrix

- Systematic & Structured
- Create a Dependency → Benefits? → Feasibility?
- “Change” → “virtual concept” → need? → feasibility?

		Cup				
		Height	Diameter	Color	Heat Conduc...	Transparency
Internal	Cup	Height				
	Cup	Color				
		Heat Conductivity				
		Transparency				
		Temperature				
External	Drink	Alcohol %				
		Sugar %				

# The Systematic Approach

- Underlying structure of the idea
- Systematic
- Probabilistic
- “Another tool”



# The Forecasting Matrix

	A1	A2	A3	A4	A5
A1					
A2	1				
A3	0	0			
A4	0	0	0		
A5	0	0	1	0	
A6	0	0	0	0	0
A7	0	1	0	0	0
A8	0	0	0	0	0

# The Forecasting Matrix

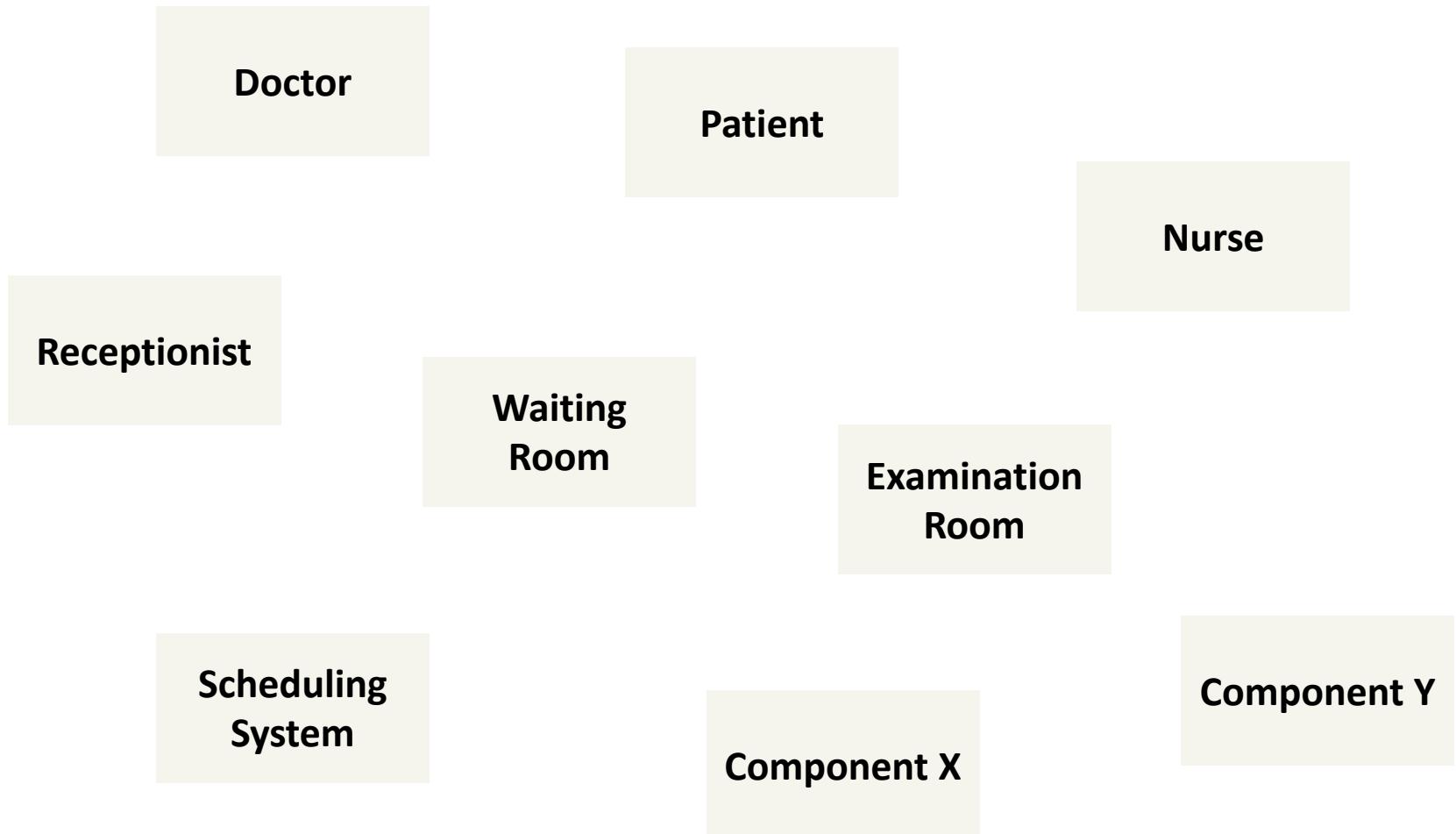
## A Saturated Matrix

	A1	A2	A3	A4	A5
A1					
A2	1				
A3	0	1			
A4	1	1	1		
A5	1	1	1	0	
A6	1	1	1	1	1
A7	1	0	1	1	1
A8	1	1	1	1	1

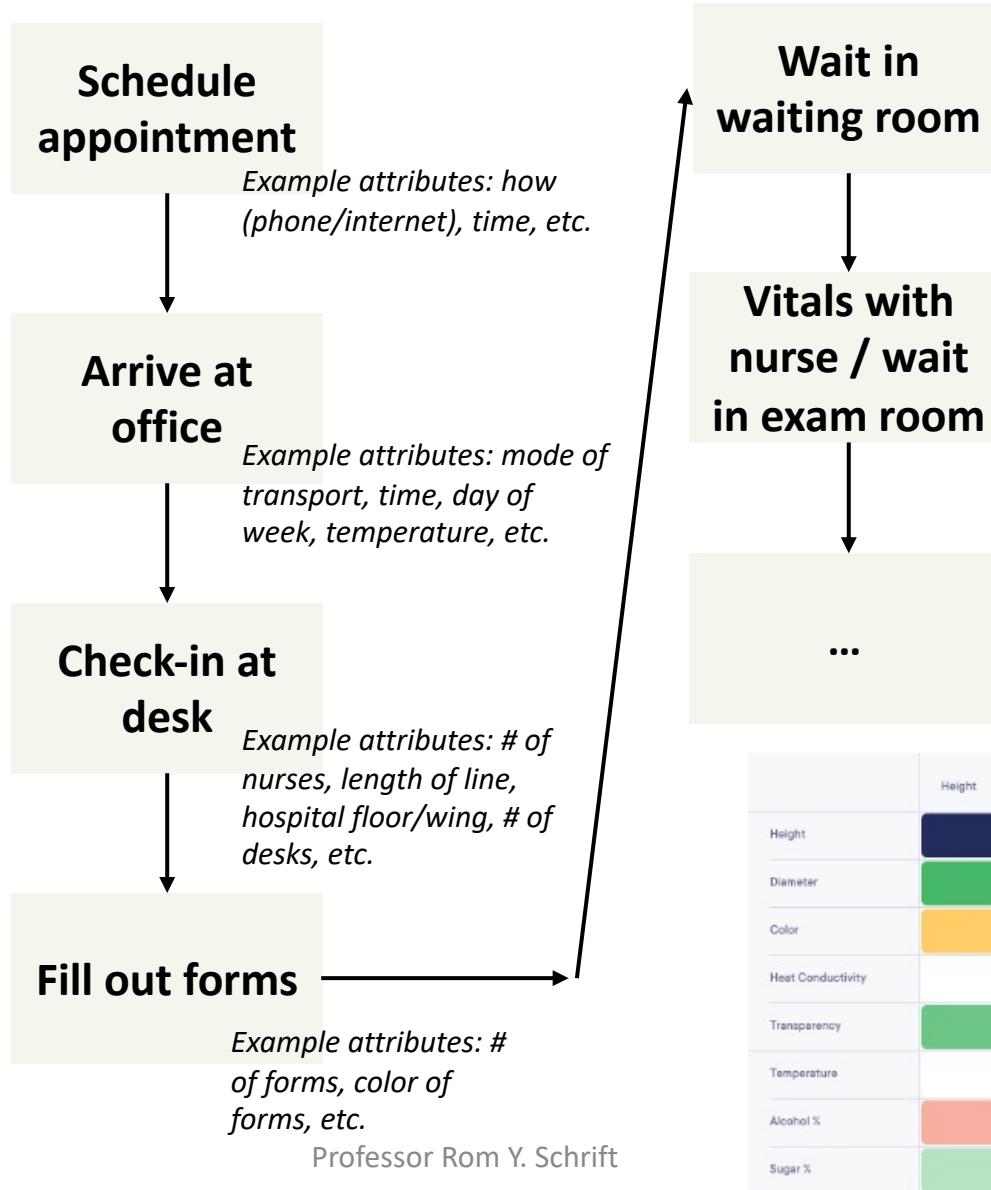
# Challenges...

- Less tangible / more abstract challenges?
- Process related challenges (internal and external)?

# Doctor visits



# Sequence of steps



	Height	Diameter	Color	Heat Conduc...	Transparency
Height					
Diameter					
Color					
Heat Conductivity					
Transparency					
Temperature					
Alcohol %					
Sugar %					

# Flat tire



Try to suggest the most UNCREATIVE ideas for this problem.

# Flat-tire: suggested solutions



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# Flat-tire: suggested solutions



# Flat tire



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Solution	Proximity to the problem	Creativity Evaluation
Using a phone	Far	Low
Requesting help...	Far	Low
Using a pipe to extend the wrench	Intermediate	Moderate
Using engine brakes oil	Intermediate	Moderate
Driving backwards when the wrench is on the screw nut	Intermediate	Moderate
Attaching the jack to the cross in order to rotate it	Close	High
Lifting the car, placing a stone between the ground and the wrench and lowering the car	Close	High

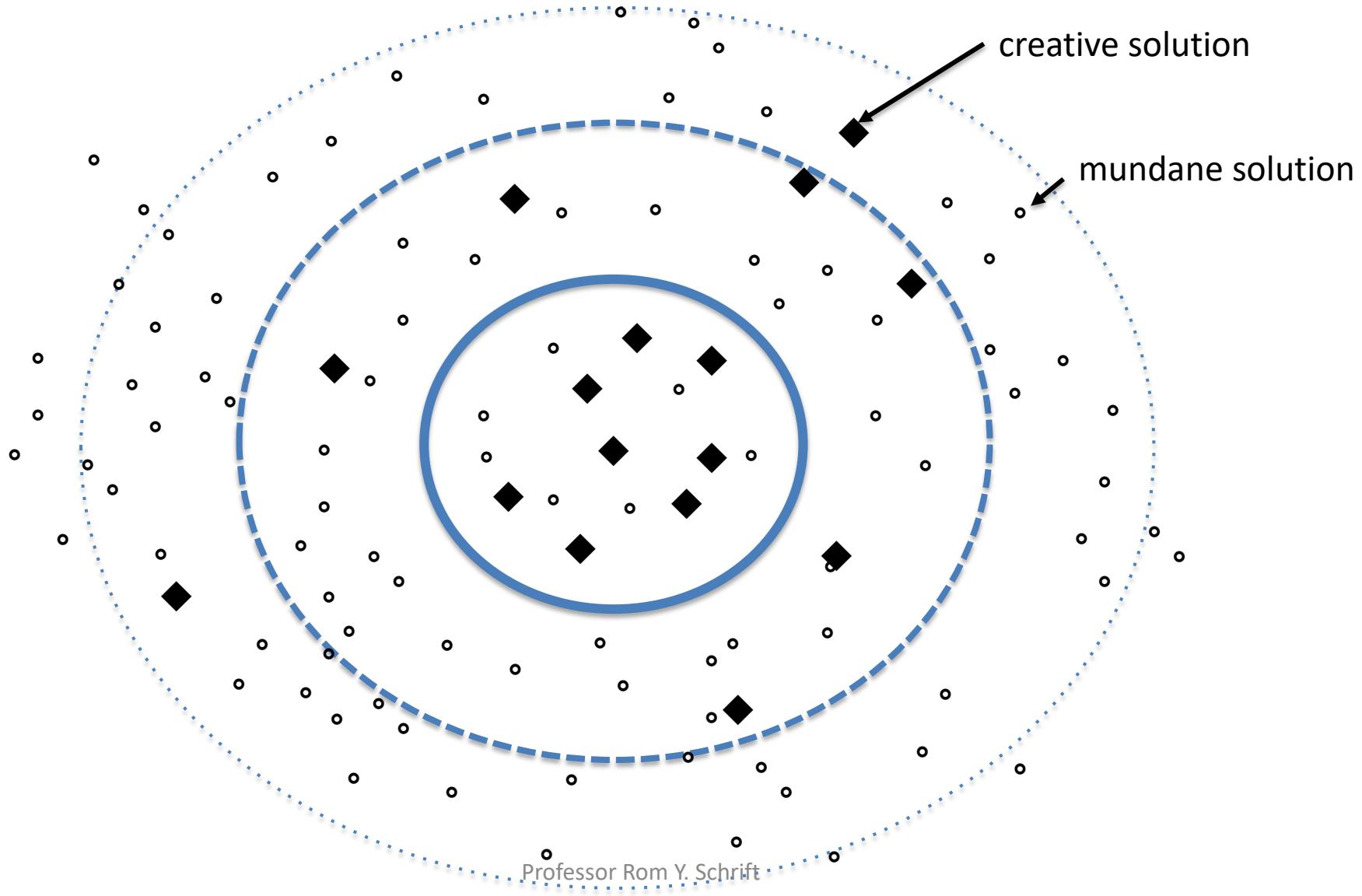
# The Close(d) World Principle

## Thinking Inside the Box



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# Close(d) World





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Professor Rom Y. Schnitt



*Inside*

# ~~“Think Outside the Box”~~

Line

Length

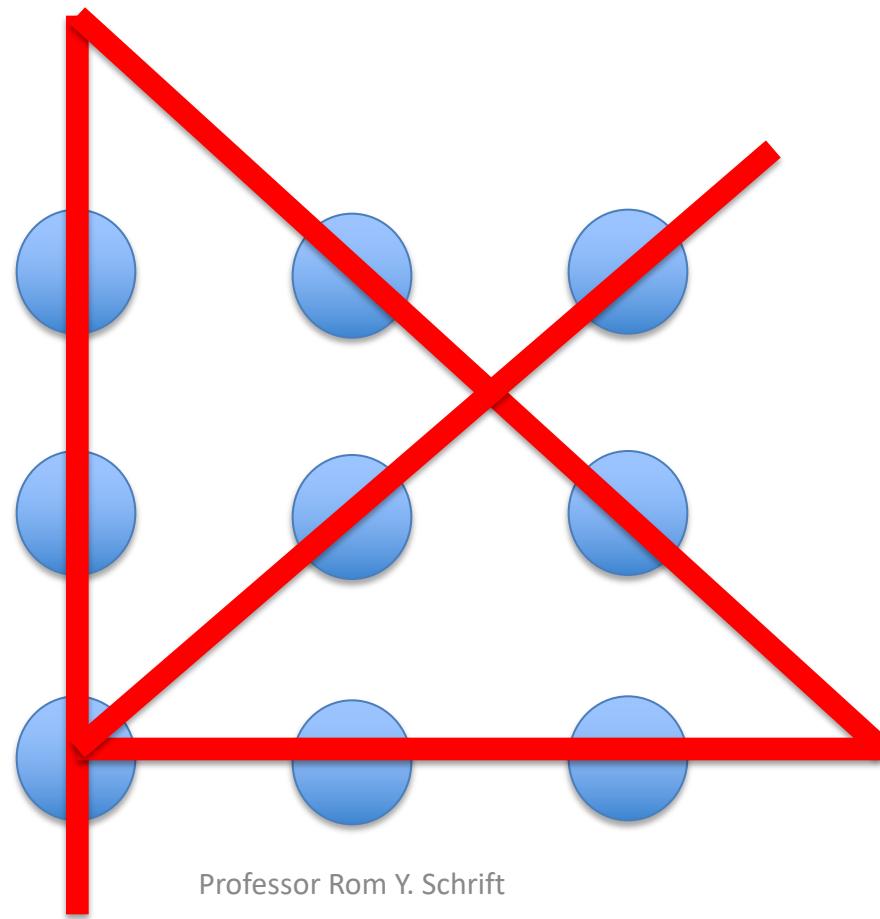
Color

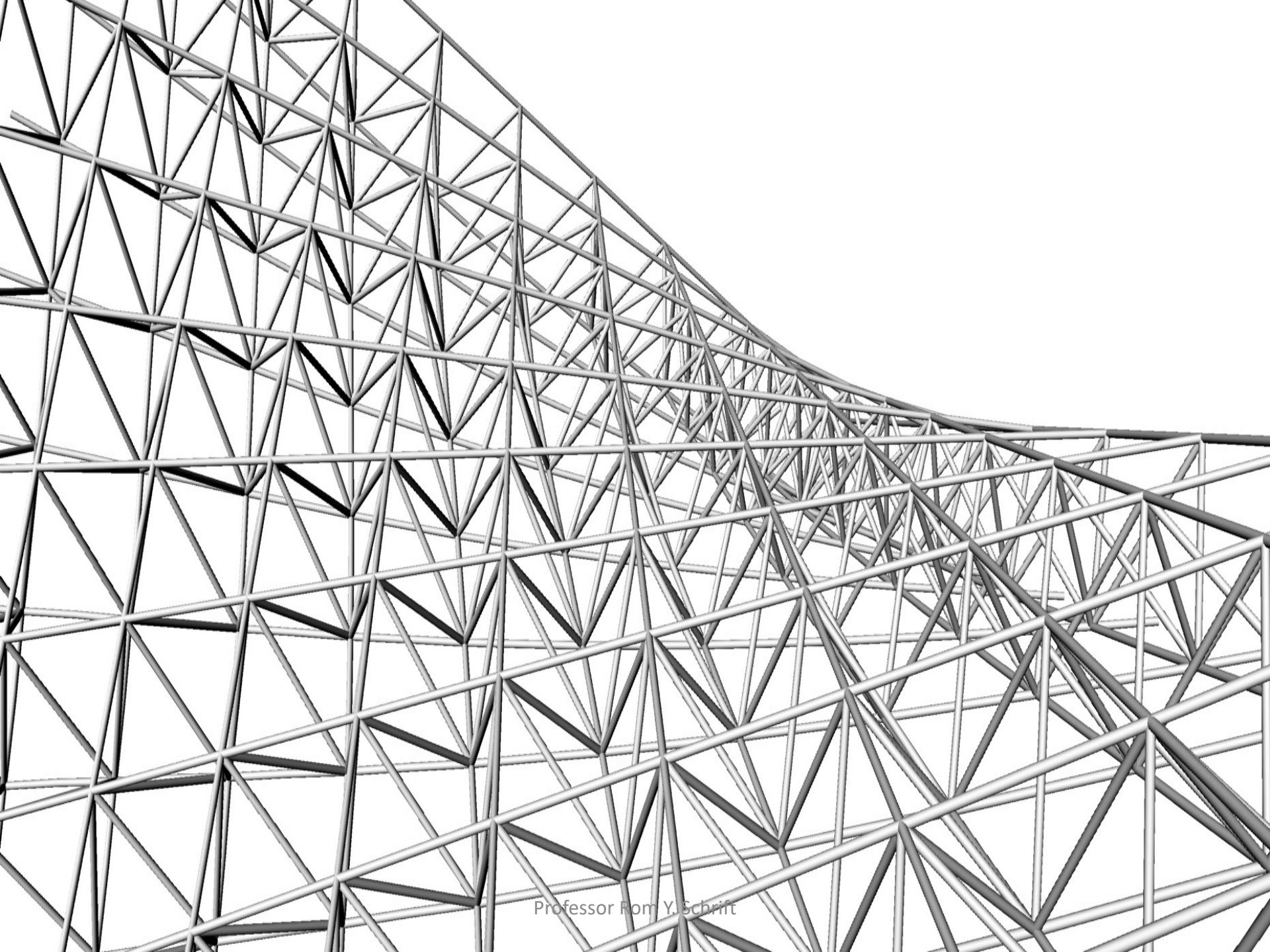
Width

...

Dots

Paper





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# Challenge...



# Challenge...



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# Creativity should not be used all the time.



But neither should be “*more of the same*” approach.



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Professor Rom Y. Schrift



Professor Rom Y. Schrift



Professor vom i. Schrift



Professor Rom Y. Schrift



Professor Rolf Schrift

# Thank You

[romschrift@gmail.com](mailto:romschrift@gmail.com)