

**CPI**

# Vertical Thinking vs. Lateral Thinking

- **1. Definition**

- **Vertical Thinking:** Logical, structured, and step-by-step thinking to solve problems or reach conclusions.
- **Lateral Thinking:** Creative, non-linear, and out-of-the-box thinking to approach problems from new perspectives.

- **2. Approach**

- **Vertical Thinking:** Focuses on correctness, every step is built upon the previous one and follows strict rules.
- **Lateral Thinking:** Encourages exploration of unconventional solutions and often challenges assumptions.

- **3. Process**

- **Vertical Thinking:**

- Analyze the problem systematically.
- Identify the best solution based on facts and logic.
- Narrow down options to the most feasible solution.

- **Lateral Thinking:**

- Reframe the problem to look at it differently.
- Use creativity and intuition to generate ideas.
- Explore multiple solutions, including unconventional ones.

- **Calculate Monthly Savings**

- **Step 1:** Note down income.
- **Step 2:** List all fixed and variable expenses.
- **Step 3:** Subtract expenses from income to find savings.

- **Plan a Vacation Itinerary**

- **Step 1:** Decide the destination and duration.
- **Step 2:** Research attractions and prioritize must-visit places.
- **Step 3:** Allocate time for each place, including travel and rest.

- **Follow a Recipe**

- **Step 1:** Gather ingredients and measure quantities.
- **Step 2:** Preheat equipment and prepare the workspace.
- **Step 3:** Combine ingredients step by step as per the recipe.

- **Fix a Broken Lamp**

- **Step 1:** Check if the bulb is burnt out and replace it if necessary.
- **Step 2:** Test the wiring and connections for loose ends.
- **Step 3:** If unresolved, examine the switch or power source.

- **Prepare for an Exam**

- **Simple Interest:**

Calculate the simple interest for a principal amount of ₹10,000 at a rate of 5% per annum for 3 years.

- **Solve an Equation:**

Solve for  $x$ :  $5x + 3 = 28$

- **Prepare for an Exam**
- **Step 1:** List all topics to be covered.
- **Step 2:** Allocate time to each topic based on difficulty.
- **Step 3:** Revise with practice questions.

- **Teach a Difficult Concept**

- **Step 1:** Relate the concept to a simple, everyday analogy.
- **Step 2:** Use visual aids like drawings or props.
- **Step 3:** Turn it into an interactive game or demonstration.

- **Market a Failing Product**

- **Step 1:** Rebrand the product with a new name or logo.
- **Step 2:** Highlight an unconventional use case for the product.
- **Step 3:** Use social media challenges to promote it.



- **Attract More Visitors to a Library**

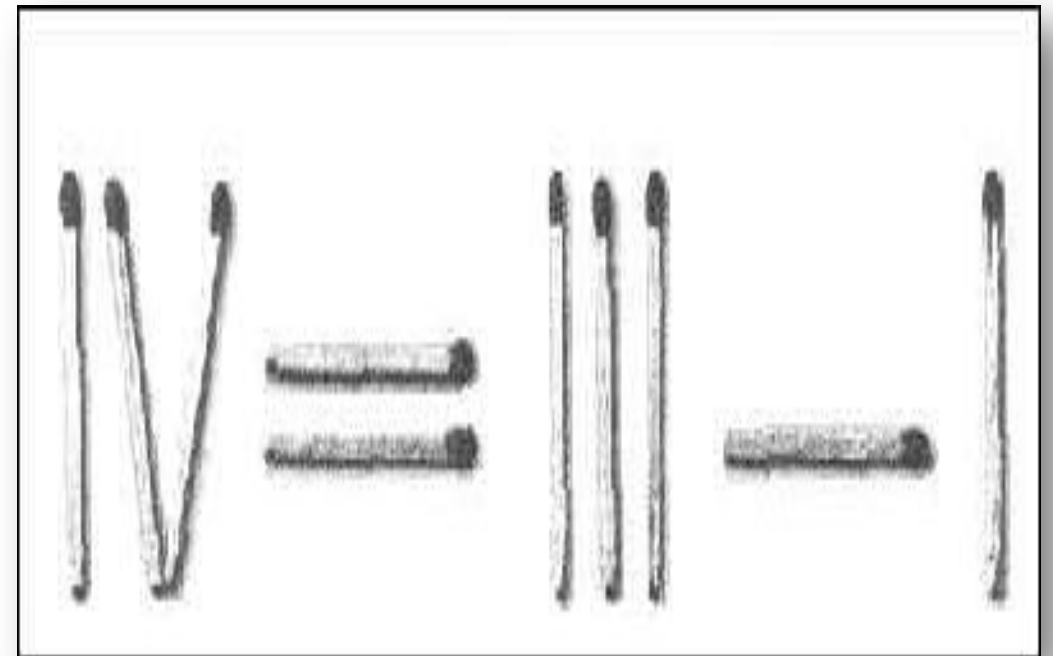
- **Step 1:** Organize events like book clubs, story sessions, or workshops.
- **Step 2:** Introduce cozy reading spaces with bean bags and natural lighting.
- **Step 3:** Offer free Wi-Fi or coffee to encourage people to stay longer

- **Help a Street Vendor Increase Sales**

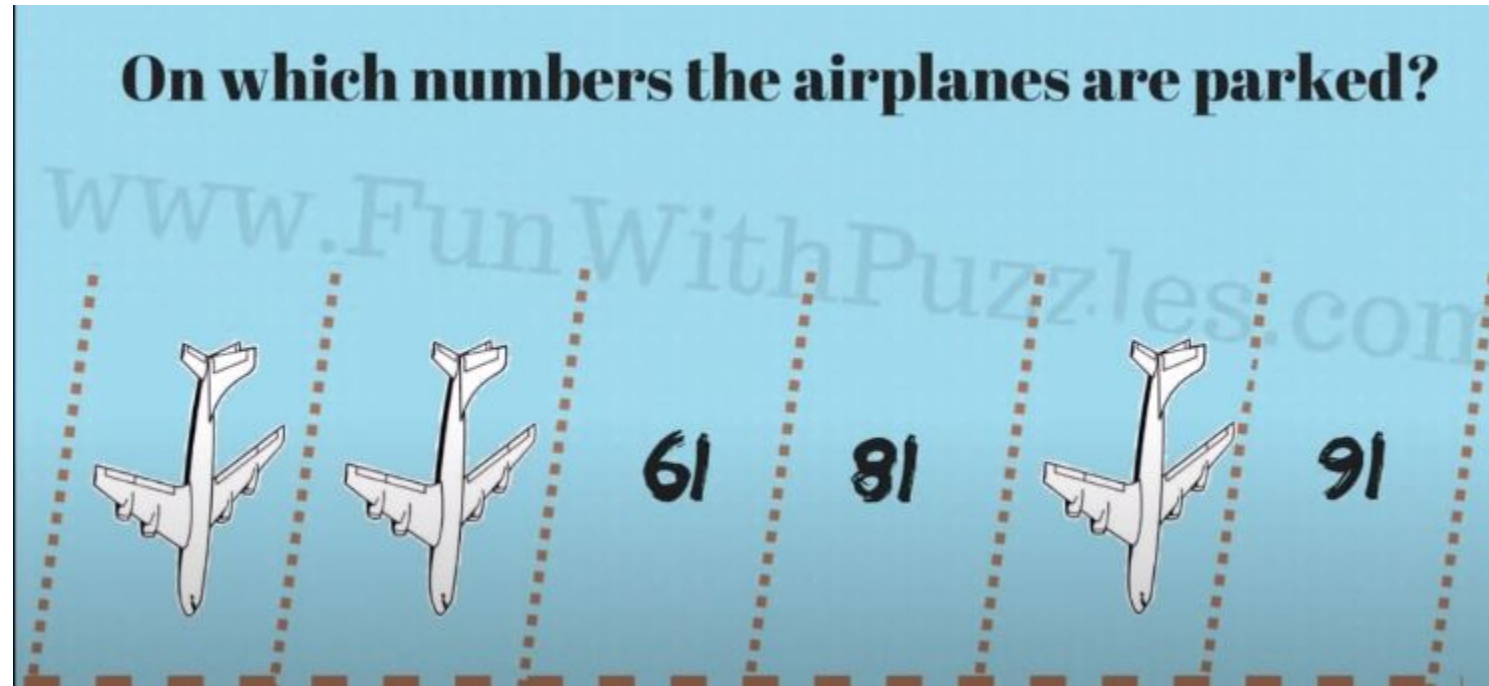
- **Step 1:** Use bright signage and attractive displays for products.
- **Step 2:** Offer discounts during peak hours to attract more customers.
- **Step 3:** Partner with food delivery apps to reach online customers.

# Assignment-1

- Q1. Differentiate Vertical versus Lateral thinking?
- Problem #1
- Move only one stick by an arrow for its current position to the new position required to make this a correct equation.



## Problem #2




# Group Activity

- Problem #3 (Group Activity)

**Can you solve this?**

**MONDAY=716**  
**TUESDAY=927**  
**WEDNESDAY=1239**  
**THURSDAY=1248**  
**FRIDAY=1156**  
**SATURDAY=1468**  
**SUNDAY=?**



A cartoon monkey with a long tail is crouching and pointing its right hand towards the puzzle text. The monkey is brown with a lighter face and belly. The background of the puzzle is a light yellow gradient with a faint watermark that reads 'www.EasyVibPuzzle.com'.