# ICT Analysis

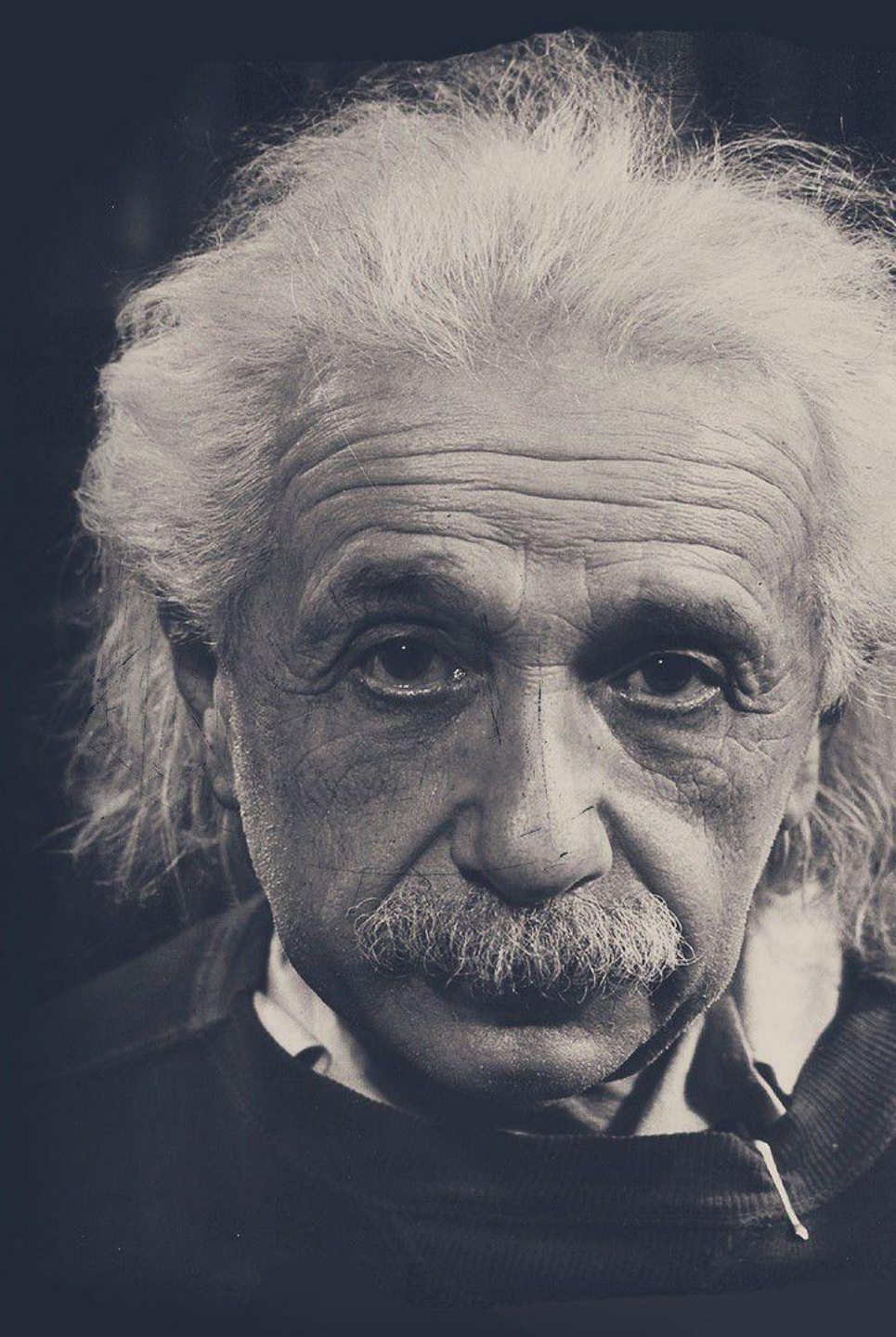
Solving Problems Creatively !

Deep thought
Ideation

# Creative thinking

An ability to approach from a new perspective, alternative angle, or with an a-typical mindset.

Creating space for new ideas, thinking outside of the box, taking ideas and techniques from elsewhere, …



# A Creative Process

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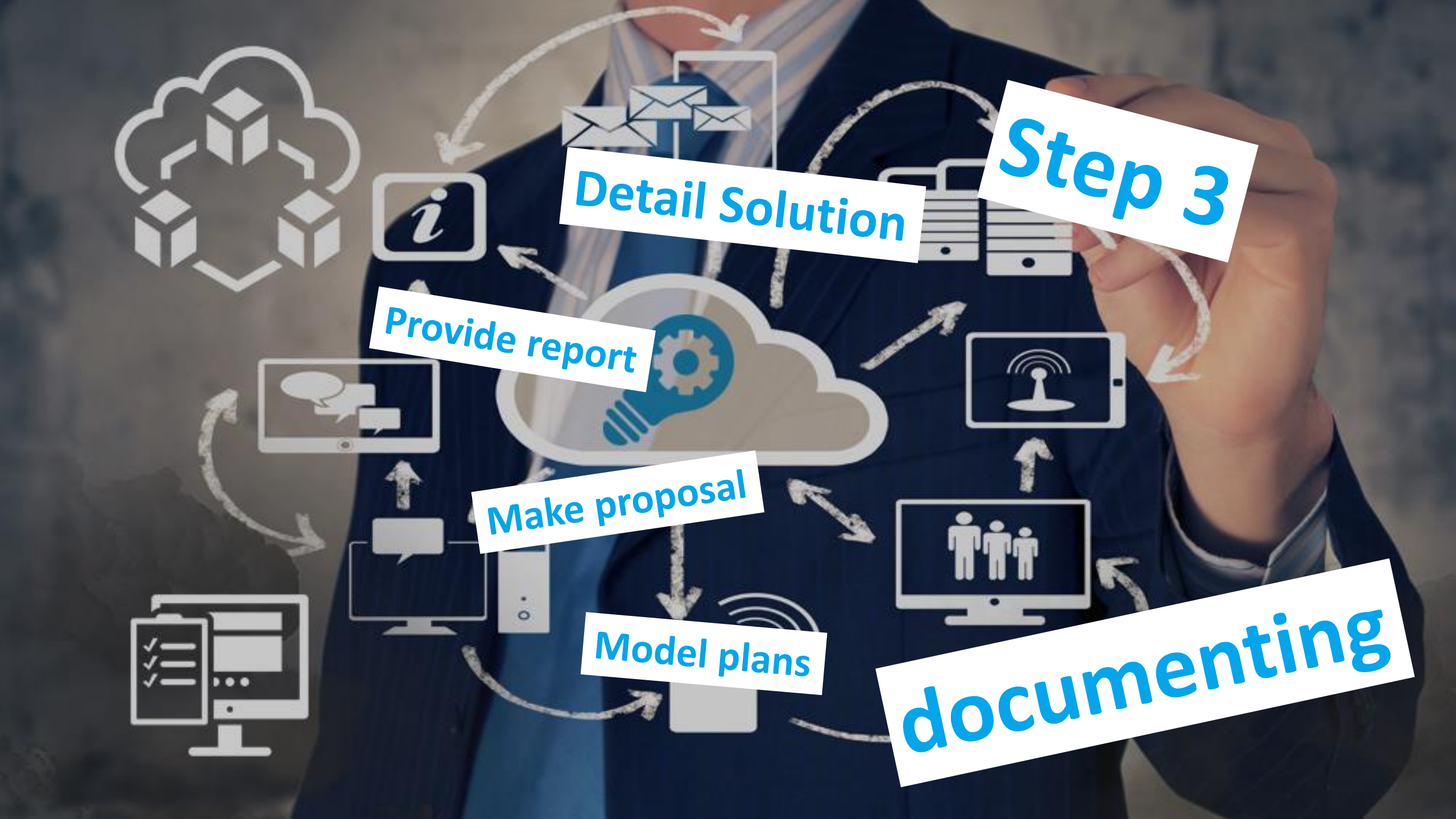
Step 1
Questioning
What is the problem?
When does it happen?
Who does it affect?
discussing

Step 2
Gather data
Model situation
Develop concepts
designing
TEAM
25%
50%
75%
100%
strategy
price
strategy
cloud
search
planning
profit


Step 3
Detail Solution
Provide report
Make proposal
Model plans
documenting

Assess plans

Consider options

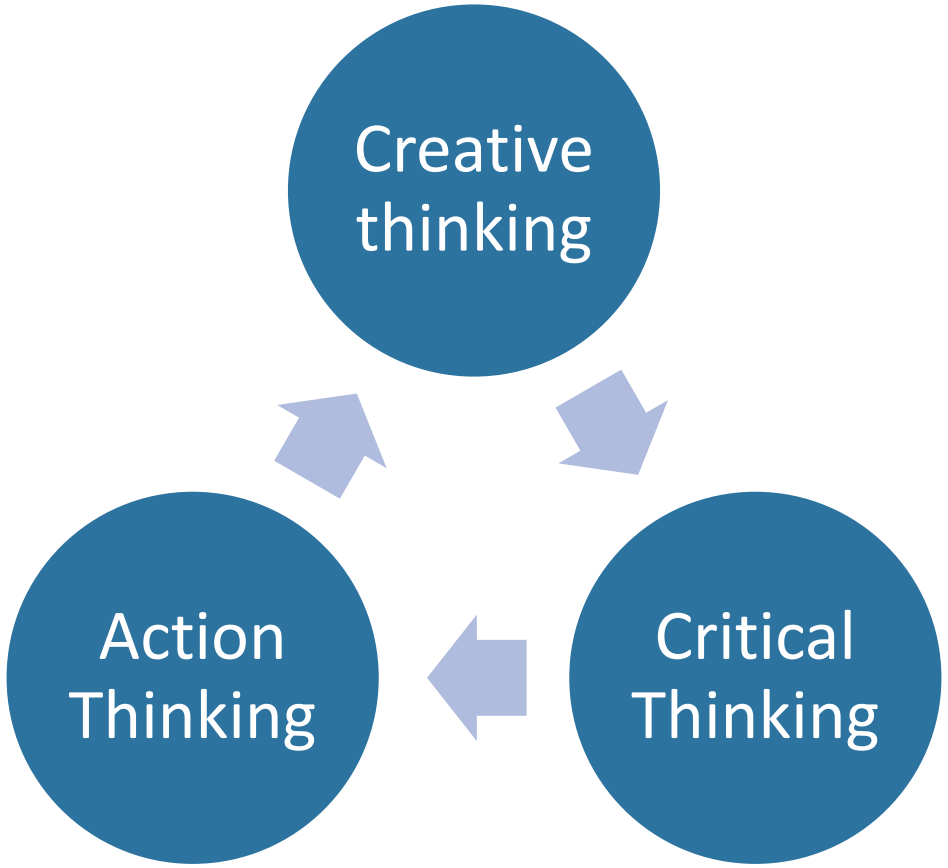
Review assumptions

Review constraints

# Reviewing

Step 4

# Aspects of a Creative Process




**Creative Thinking**
Imagining
Elaborating
Synthesising

**Critical Thinking**
Rationalising
Analysing
Evaluating

**Action Thinking**
Making plans
Making decisions

Prepared for classes at

# Ideation and a Problem-solving model

**1. Understand the context of an organization**
Markets, products, services

**2. Understand the issues and opportunities**
Current situation, Current problem

**3. Ideate solutions**
Creative and critical thinking

**4. Make a plan**
Document objectives, solutions and detailed plans

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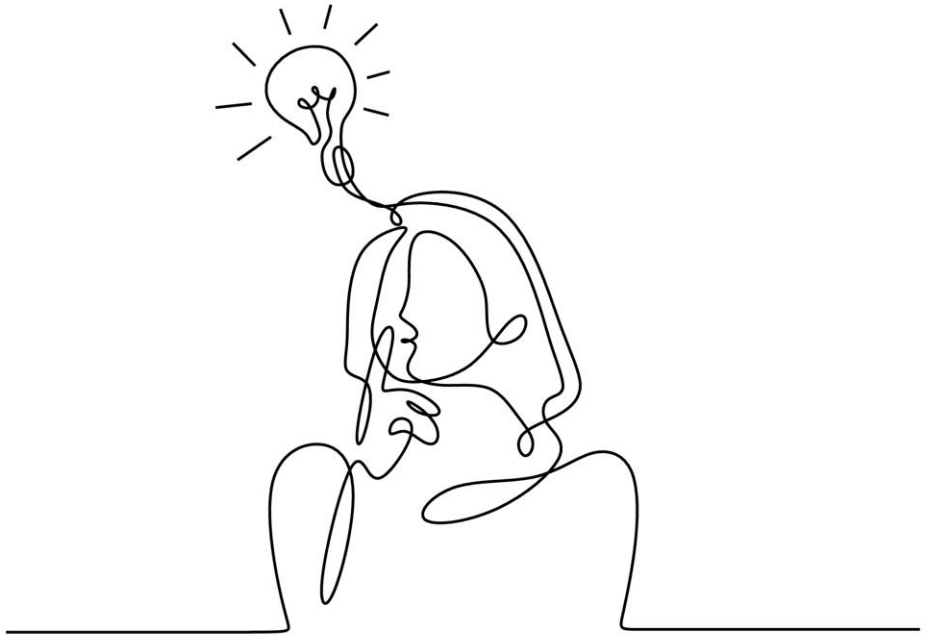

# Creative thinking skills

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# Creative Thinking Skills

Micro/macro thinking

Back-casting

Simplification

Non-linear thinking

Pattern recognition

Methods or approaches to solve problems differently and explore fresh perspectives.

Abstract thinking

3 Whats (..so..then)

Open Minded-ness

Experimentation

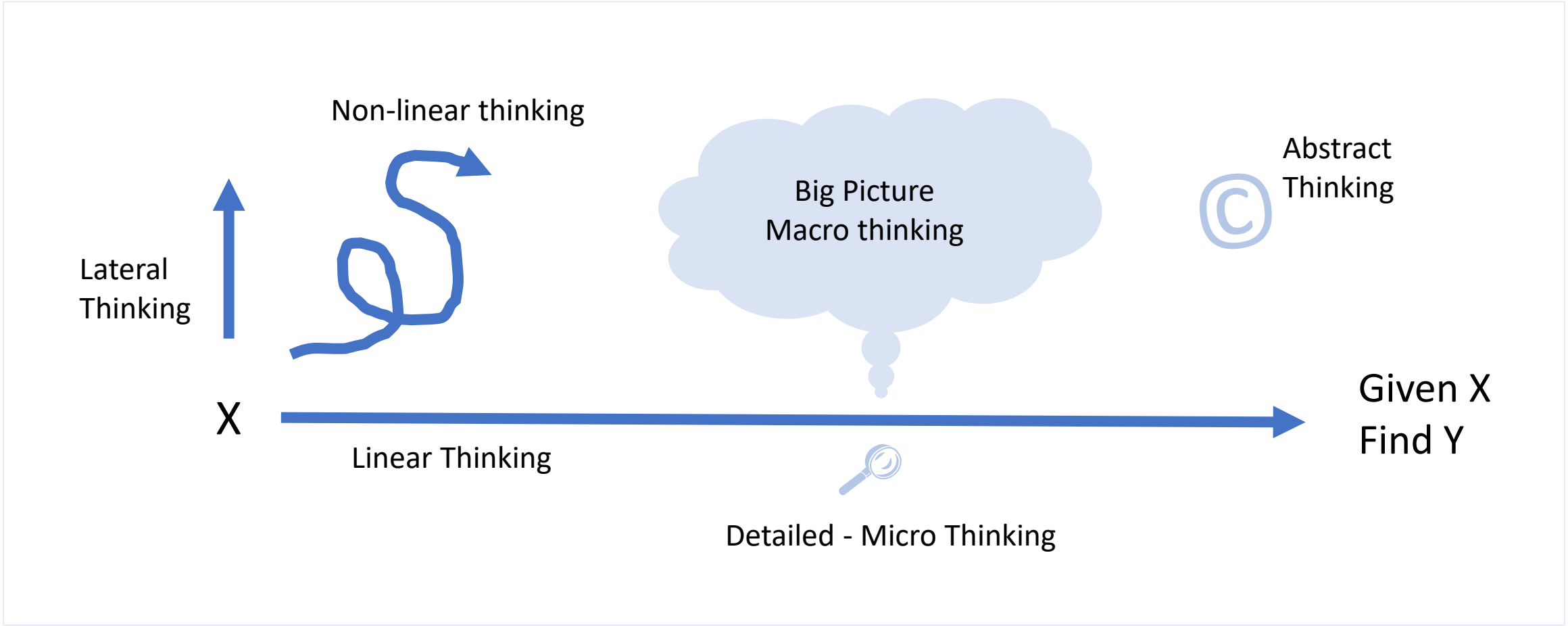
Active listening

Lateral thinking

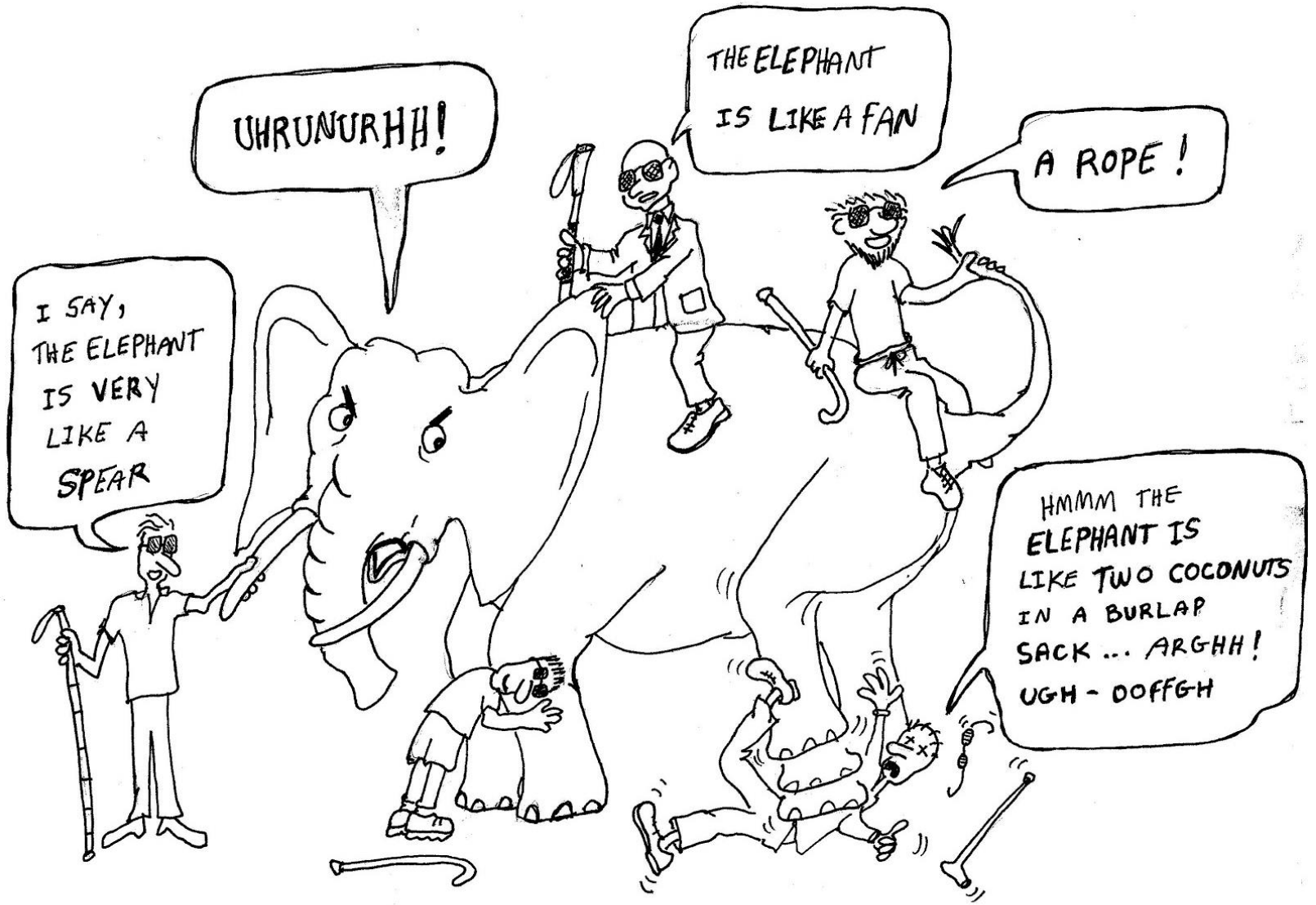
Inter-disciplinary thinking

Visual thinking

# Creative Thinking options




**Creative Example:** Using an EV car as a solar battery for your house




# The challenge of limited thinking…

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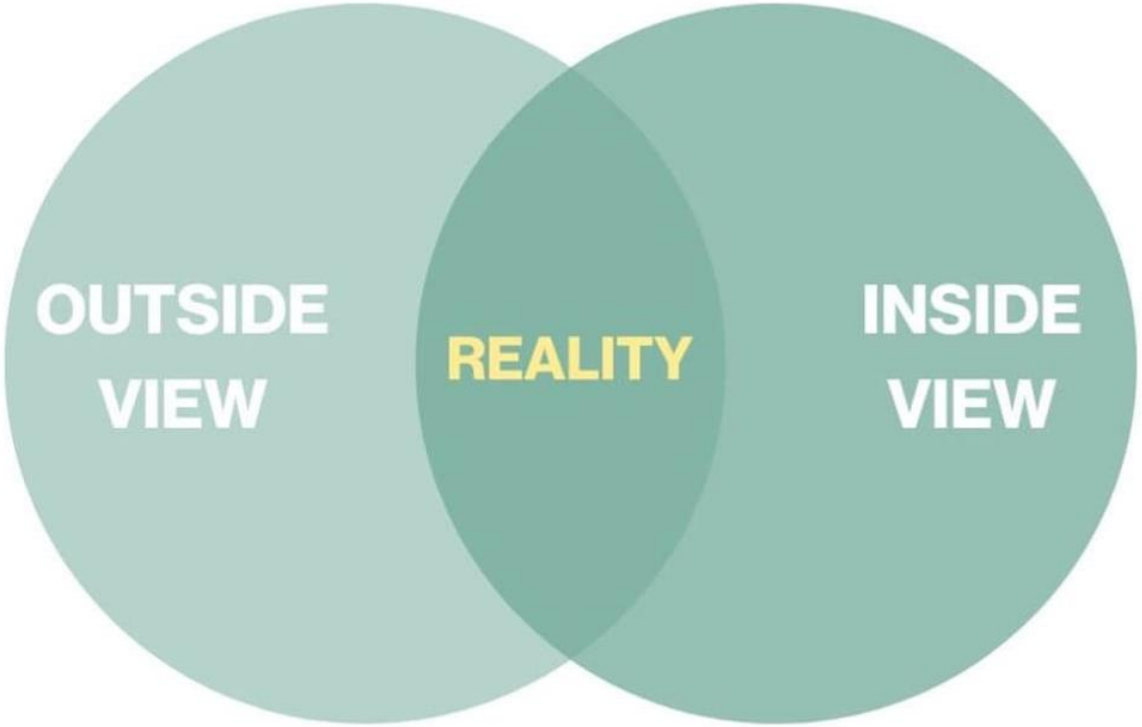
# Understand Perspective / Bias

What is true of the world, independent of your own perspective. The way that others would view the situation.




The view of the world from inside of your own perspective, your own experiences, and your own beliefs.

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# Get out of the box ..

## Our Position

Can you change your point of view?

How is the problem defined from the perspective of the CEO vs that of your frontline staff, or your customers?

Each group will look at the challenge in a different way and have different needs and expectations. They will define the problem differently depending upon their point of view.

## Our Environment

We naturally approach a problem from our own functional perspective. If I work in IT I will look at the problem from an IT perspective. If somebody works in Marketing, they may look at the same thing and think it's a Marketing problem.

How might you change the context in terms of how you're defining the problem? One way might be to find someone from another funtional area and ask them how they would define the problem. Use their perspective to generate that different point of view.

## Our Constraints

Ask yourself, "What if ...?" And either remove or add constraints.

" What if I removed some of these constraints? What if I had some of these resources? What if I didn't have some of our current resources? What if I was able to do x instead of y?"

By changing the current reality, you may open up the definition of your problem space , allowing you to see and pursue different opportunities.

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# Using all our capabilities

According to Sigmund Freud, any artistic creation is a compromise between our conscious and unconscious intent.

**Rational thinking**

Iterative approach

Use logic, process

More conscious process

**Critical thinking**, check ideas

**Creative thinking**

Instant approach

Uses symbols, metaphor

Less conscious

Creativity, new ideas

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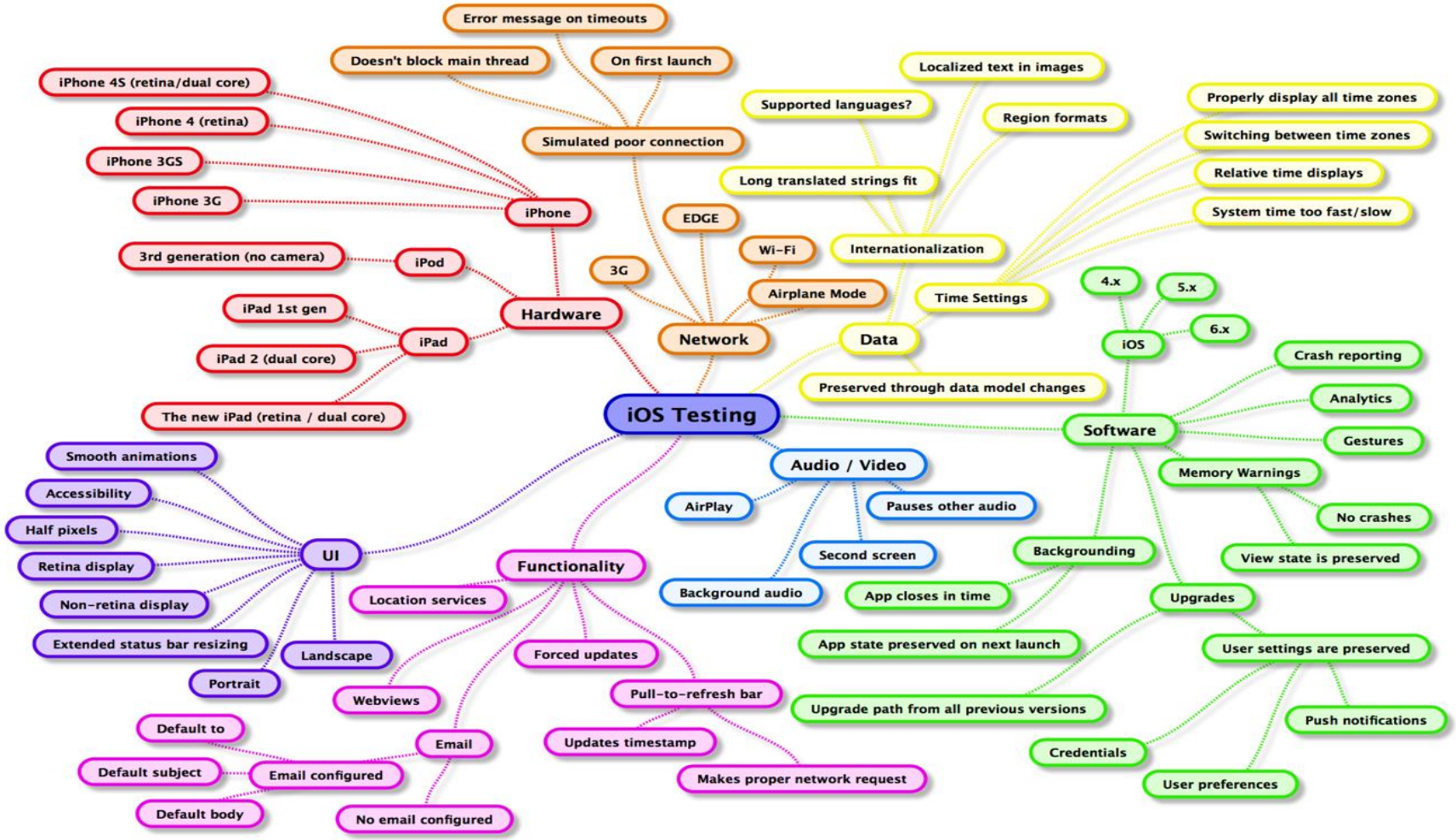
# Tools for Creativity

# Mind maps – for exploring

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# Any Questions?