

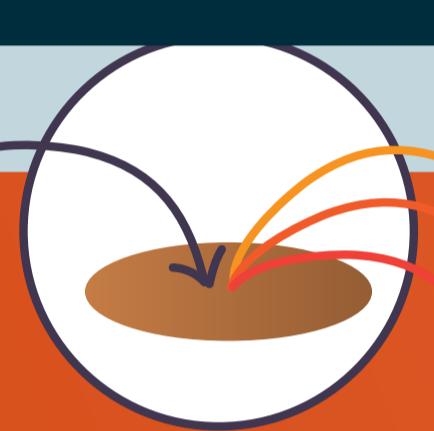
CREATIVE THINKING TECHNIQUES

Creative ideas can lead to new products and processes that help companies survive and thrive. Creative thinking and seeing problems and issues through different perspectives can enable organisations to tap on and maximise the brain power of their employees, allowing them to generate even more unique ideas and solutions. There are many creative thinking techniques that can increase the number of ideas developed as well as elevate the quality of those ideas. Here are some notable creative thinking techniques.



LATERAL THINKING

WHAT: Defined as methods of thinking concerned with changing concepts and perceptions.
WHO: Invented by Edward de Bono, a psychologist, physician, and writer
WHEN: 1967
HOW: Finds alternative solutions and increases the number of new and practical ideas using unconventional thinking techniques.



SEARCH TIP

(Specific Domain Search)

"lateral thinking" site:edu



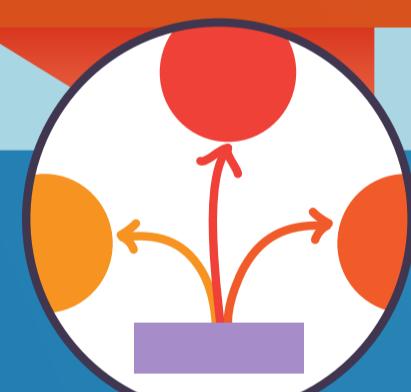
SIX THINKING HATS

WHAT: Facilitates group discussion, individual thinking on creativity, collaboration and communication systematically with the use of six coloured hats.
WHO: Invented by Edward de Bono, a psychologist, physician, and writer
WHEN: Early 1980s
HOW: Involves wearing one of the metaphorical hats when making a decision. Each coloured hat represents a different perspective.

SEARCH TIP

(Specific File-type Search)

"six thinking hats" filetype:pdf



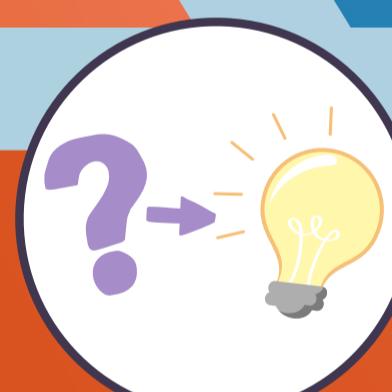
S.C.A.M.P.E.R.

WHAT: S.C.A.M.P.E.R. is an acronym for Substitute, Combine, Adapt, Modify, Put to another use, Eliminate and Reverse, which are based on seven different situations. S.C.A.M.P.E.R. is seen as one of the easiest and most direct methods of creative thinking. These situations help create ideas for developing new products and for improving current ones.
WHO: Bob Eberle, an education administrator and author
WHEN: 1971
HOW: Generates ideas through answers from seven different perspectives.

SEARCH TIP

(Exact Phrase Search)

"scamper approach"



TRIZ

WHAT: TRIZ is a Russian abbreviation for the Theory of Solving Inventive Problems. The main tools within TRIZ include 40 inventive principles, eight trends of technical evolution and standard solutions.
WHO: Genrich Altshuller, a Russian scientist and engineer
WHEN: Late 1940s
HOW: Finds specific factual solutions to factual problems by directly using the main tools and techniques.

SEARCH TIP

(Exact Phrase Search using Boolean Command)

TRIZ "successful ideas" OR "failures"



To find out more about S.U.R.E. infographics, please visit nlb.gov.sg/sure/infographics

REFERENCES

- Bianchi, C. & Steele, M. (2014). *Coaching for innovation: Tools and techniques for encouraging new ideas in the workplace*. New York: Palgrave Macmillan.
- Revelle, J.B. (2014). First creativity, then innovation. *Industrial Engineer:IE*,46(11),31-35.
- Nagamurali,E. (2013). Teaching creative thinking skills. *International Journal of English Language & Translation Studies* (1)2. Retrieved from <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.403.4305&rep=rep1&type=pdf>