

# 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](http://nlb.gov.sg/sure/infographics)

## REFERENCES

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 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>