

Glossary

Brainstorming	An activity typically involving a multi-disciplinary group meeting together to propose and generate ideas to solve a stated problem.
Creative person	Someone who is able to choose high-quality ideas from a wider set of ideas.
Creativity	The ability to imagine or invent something new of value.
Creativity Tools	A means to augment innate generative activity
Idea	A formulated and considered thought.
Memory	The ability to store, retain and subsequently access information
Morphological Analysis	A matrix-based tool in which a problem is broken-down into component parts and a range of approaches suggested for each of these elements.
Problem	A situation that needs to be addressed.
SCAMPER	An acronym for substitute, combine, adapt, modify, put to other uses, eliminate, rearrange.
TRIZ	Russian acronym for the Theory of Inventive Problem Solving