

CREATIVE PROBLEM-SOLVING



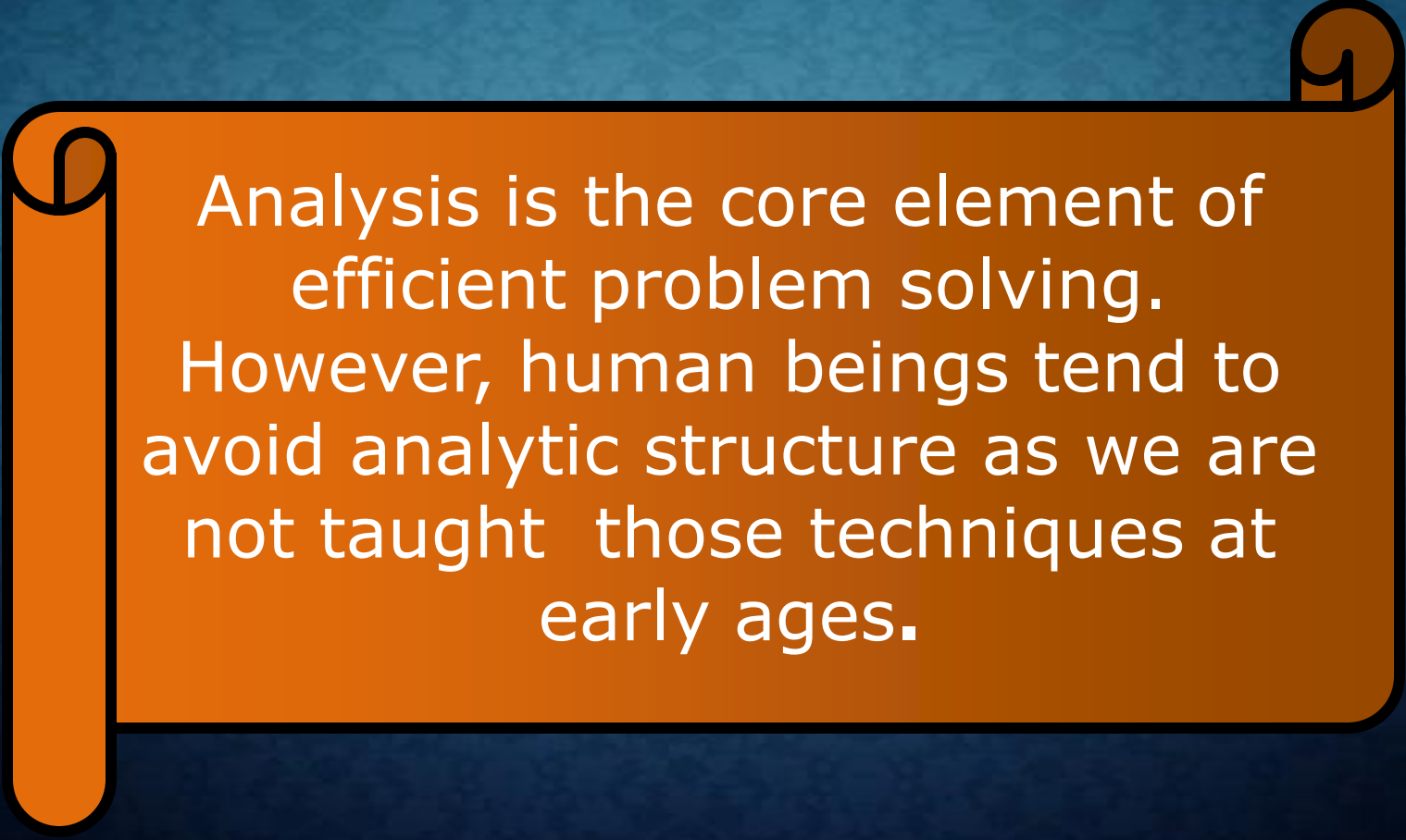
How DO we solve problems?

Because our minds cannot cope with the intricacies of complex problems, we settle for partial solutions, thus tending to oversimplify.

How SHOULD we solve problems?

- Keep an open mind.
- Analyze the situation by breaking down the problems into smaller parts.
- Structure your findings.

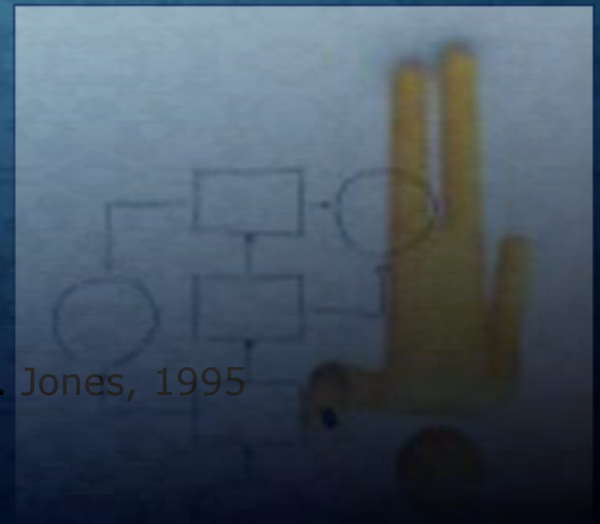
Why is Problem Solving so challenging?



Analysis is the core element of efficient problem solving. However, human beings tend to avoid analytic structure as we are not taught those techniques at early ages.

What is Structuring?

- Structuring is to analysis what a blueprint is to building a house, it is like a road map for a trip.
- It helps the mind make sense out of complex problems.
- It allows us to compare and weigh one element against another.
- It focuses on one element at a time.



Source: The Thinkers Toolkit by Morgan D. Jones, 1995

Attitudes That Kill Creative Ideas

Not practical for operating.

You're two years ahead of your time.

Don't be ridiculous.

That beyond our responsibility.

It isn't in the budget.

It's too radical a change.

We're not ready for that.

We tried that before.

We don't have time.

Top management will never go for it.

We've never done it before.

It costs too much.

We'll be the laughing stock.

Has anyone else tried it?

That's not out problem.

Let's form a committee.

Can't teach an old dog new tricks.

Are our competitors doing it?

Creative Problem Solving Tools

- Problem Restatement Technique
- SWOT Methodology
- Pareto Principle
- Brainstorming



Problem Re-statement



Problem Re-statement

- The aim of problem re-statement is to:
 - Broaden our perspective of a problem, not to solve it
 - Help us identify the central issues & alternative solutions
 - Increase the chance that the outcome our analysis produces will fully, not partially, resolve the problem

Techniques for Problem Restatement

Initial Statement: “How to make employees come to work on time?”

WHY? Because if they are late they are not very productive.

Restatement: How can we make employees more productive?

WHY? Because they can meet deadlines on time.

Restatement: How do employees meet deadlines on time?

WHY? Because if we are late the customer becomes dissatisfied.

Restatement: How can we satisfy our clients?

WHY? Because if clients are angry we cannot retain them.

Restatement: How can we retain our clients?

WHY? Because loss of clients reduces revenue.

Restatement: How can we maximize our revenue?

THE PRINCIPAL PROBLEM: How to meet deadlines and satisfy our clients?

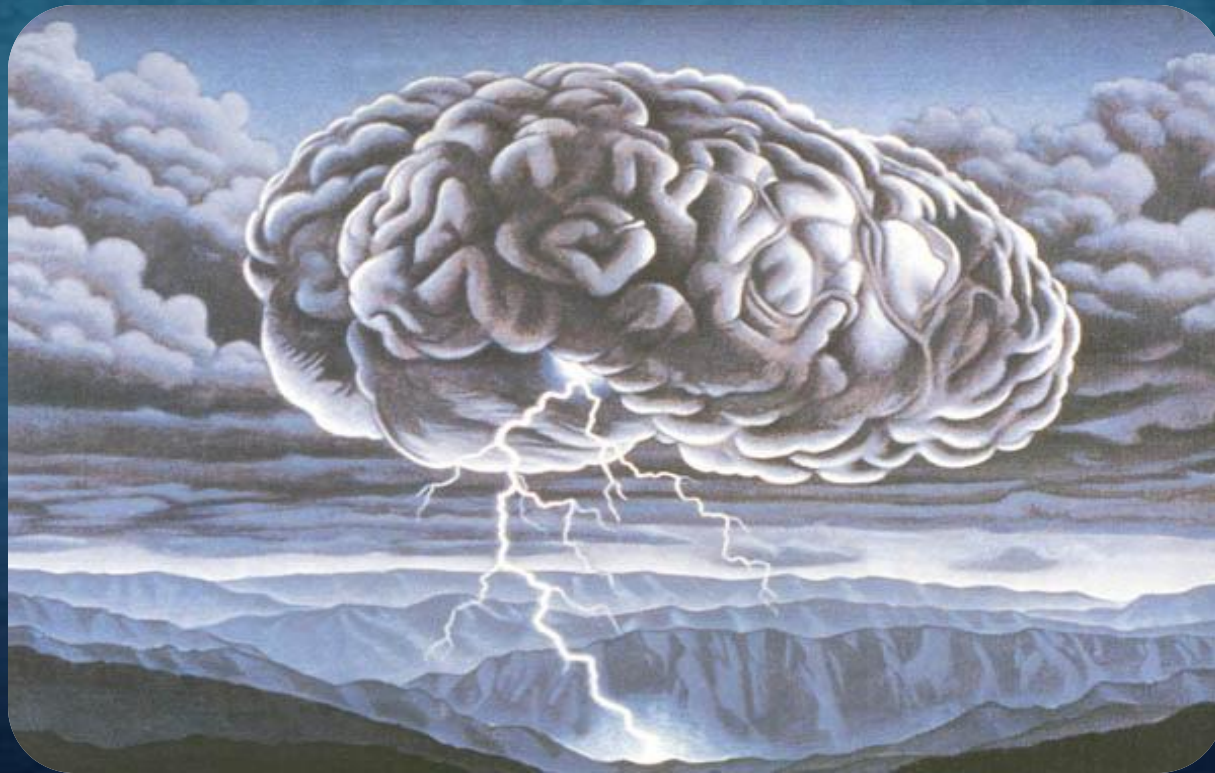
Pareto Principle



80:20 Rule or Pareto Principle

This rule argues that typically 80% of unfocussed effort generates only 20% of results. The remaining 80% of results are achieved with only 20% of the effort.

Brainstorming



Great Inventors

- Airplane, Wright Brothers - Aeronautical Engineers?
- **Bicycle mechanics**
- Submarine design, G. W. Garrett - Nautical Engineer?
- **Clergyman**
- Cotton Gin, Eli Whitney – Mechanical Engineer?
- **Attorney**
- Fire extinguisher, George Manby – Chemical Engineer?
- **Captain of the militia**

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