# Preparing for a Site Visit

EMPATHIZE / DISCOVERY:
I have a challenge, How Do I approach it?

- **Creativity: The Right Answer**
- **Forming Teams**
- **Choosing a Project**
- **Preparing for a Site Visit**
- **Learning to Observe: Thoughtless Acts**

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Five figures are shown below. Select the one that is different from all the others.

A)

B)

C)

D)

E)
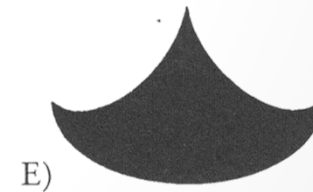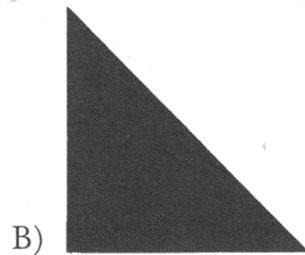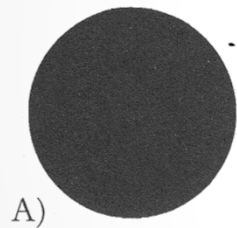
A Creative Culture Needs to be actively Pursued. cna yuo raed tihs?

i cdnuolt blveiee taht I cluod aulaclty uesdnatnrd waht I was rdanieg. The phaonmneal pweor of the hmuan mnid, aoccdrnig to a rscheearch at Cmabrigde Uinervtisy, it dseno't mtaetr in waht oerdr the ltteeres in a wrod are, the olny iproamtnt tihng is taht the frsit and lsat ltteer be in the rghit pclae. The rset can be a taotl mses and you can sitll raed it whotuit a pboerlm. Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe. Azanmig huh? yaeh and I awlyas tghuhot slpeling was ipmorantt! if you can raed tihs forwrad it.

Creative Insight From Heraclitus

Expect the unexpected or you won't find it.

CREATIVITY

1. Getting the RIGHT ANSWER

- **Our education system has taught us to look for the one right answer**
  - The most innovative is most likely the 2nd, 3rd, or 10th

- **Many ways to get to the SECOND Right Answer**
  - Solicit plural answers
  - Ask "What if…"
  - Playing the fool.
  - Reversing the problem.
  - Breaking the rules.
  - Etc.

Effective Ideation Requires that Guidelines are Establish

In the Initial Ideation Phase

1. **No Evaluation or Logic**
2. **Relax**
3. **Quantity** (do not worry about quality)
4. **Stream of Ideas**
5. **Think in Pictures**
6. **Build onto Idea Fragments**

To Encourage Listening and Premature Judgment

1. Start all sentences with a <u>positive statement</u> about the previous speakers statement.
2. <u>Do not allow</u> anyone to use the word <u>"but"</u> in their sentence.

"Killer Phrases" That CAN NOT Be Used In Class Today

1. A good idea, but …
2. Against company policy
3. All rig theory.
4. Be practical.
5. Costs too much.
6. Don't start anything yet.
7. It needs more study.
8. It's not budgeted.
9. It's not good enough.
10. It's not part of your job.
11. Let's make a survey first.
12. Let's sit on it for a while.
13. That's not our problem.
14. The boss won't go for it.
15. The old timers won't use it.
16. Too hard to administer.
17. We have been doing it this way for a long time it works.
18. Why hasn't someone suggested it before if it's such a good idea?
19. Ahead of the times.
20. Let's discuss it.
21. Let's form a committee.
22. We've never done it that way before.
23. Who else has tried it.

Two References are Particularly Good at Developing a Culture of Creativity

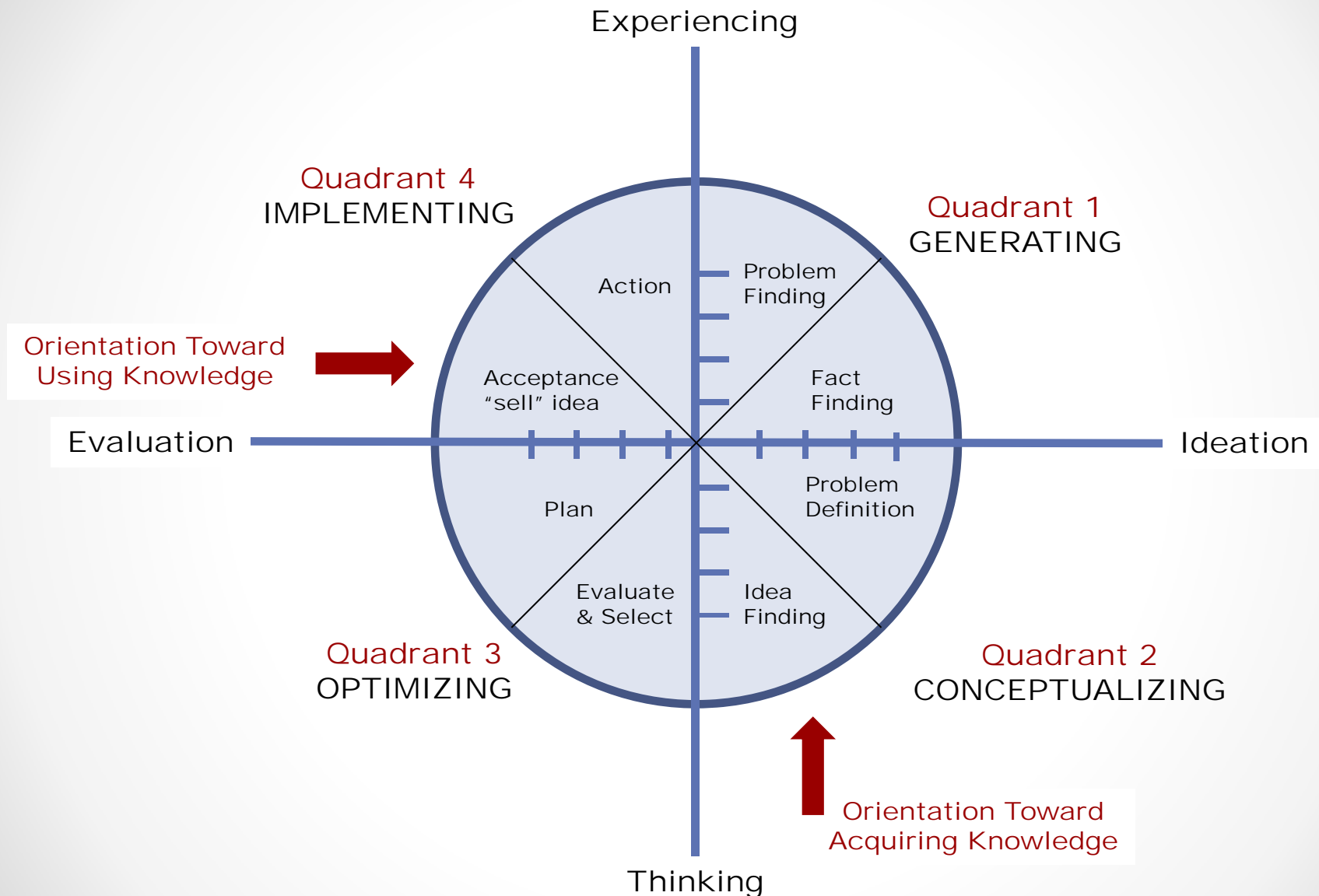http://www.creativethink.com/

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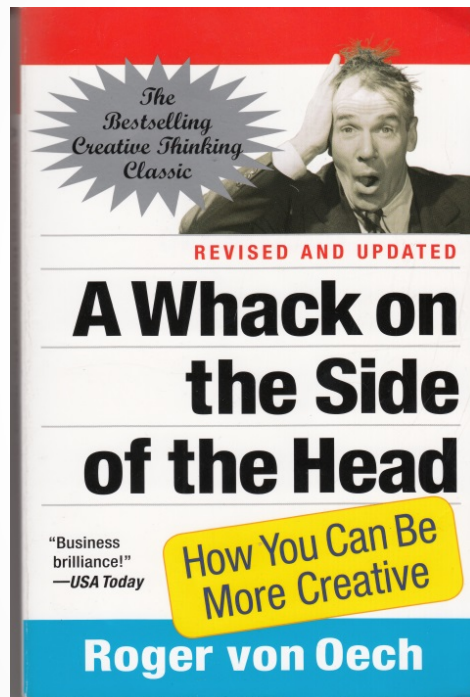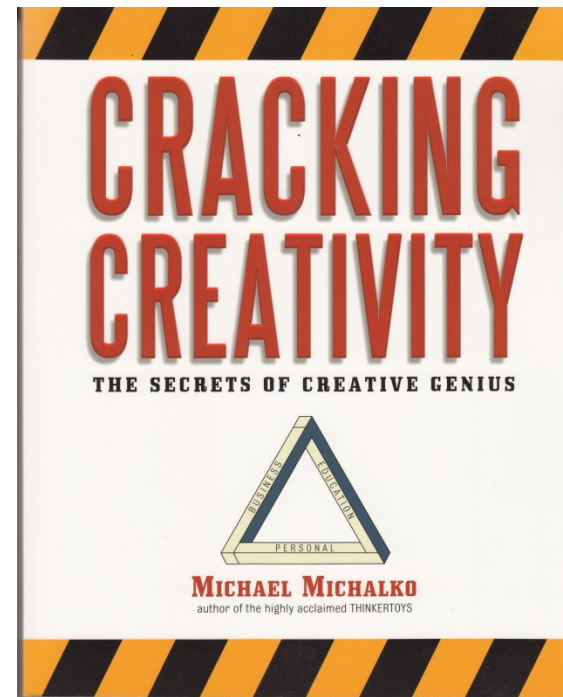
The Innovation Process as a Cycle

http://www.basadur.com/