

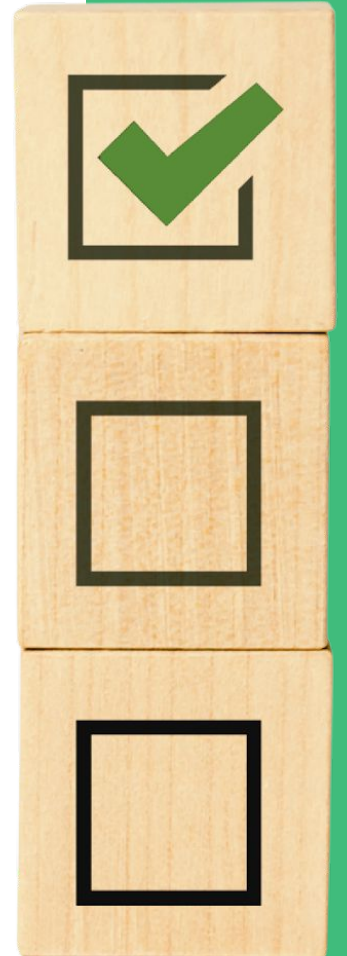
Non Linear Thinking

Module 4

Critical Thinking

WIIFM

- Divergent and Convergent Thinking
- Creative Methods
- Creativity and Observation
- Creativity in Learning



Creativity Test- Guilford's Alternative Uses Task (1967)



Riddle Me This!

A man has married 5 women in New York, 10 in Mumbai, and 4 in London.

All of the women are still alive, and none of them is divorced.

The man has broken no laws.

Who is the man?

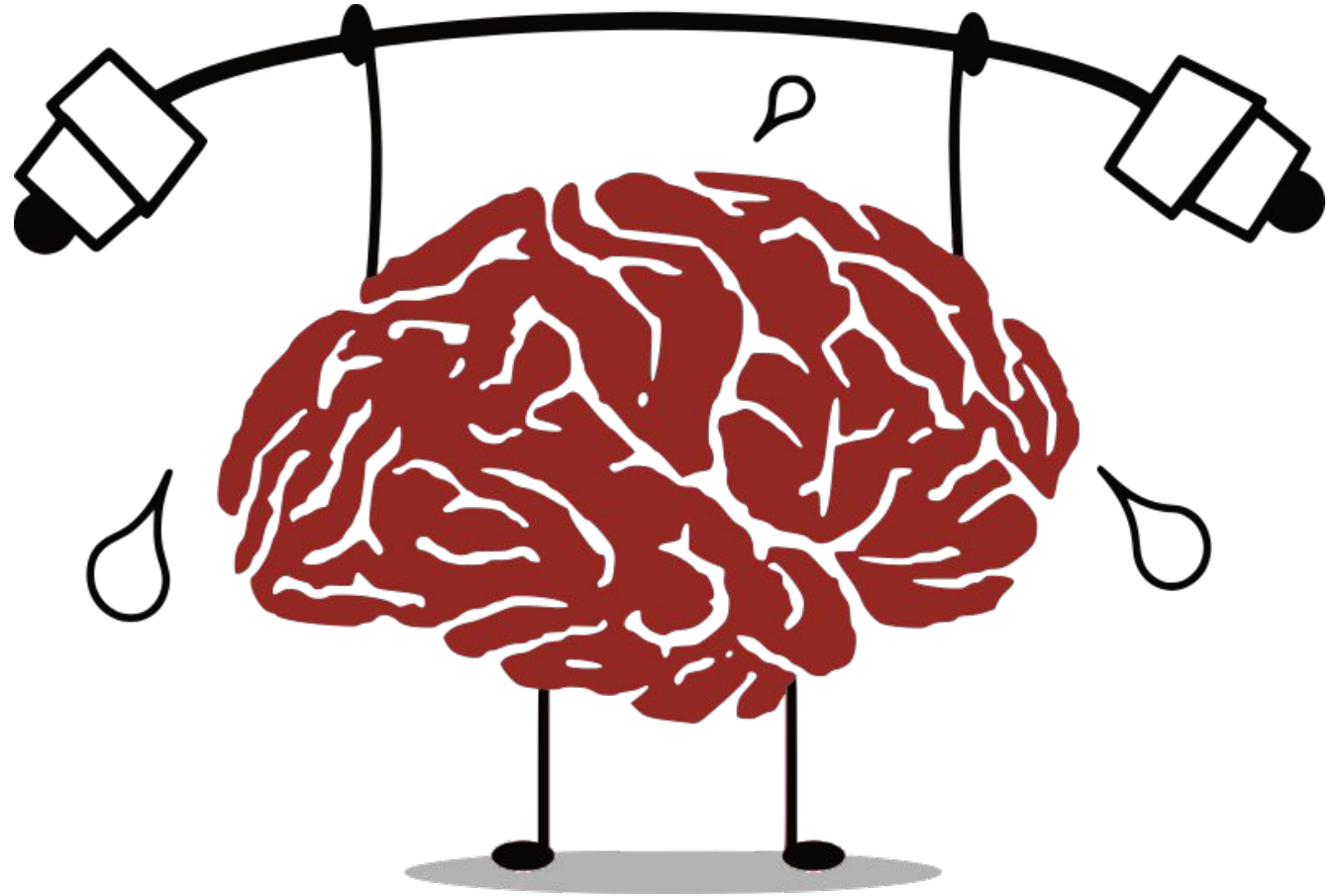
Ideational Fluency - Exercise your brain

- How many yellow (or green) vegetables can you name in 30 seconds?
- Recite the English Alphabet backwards

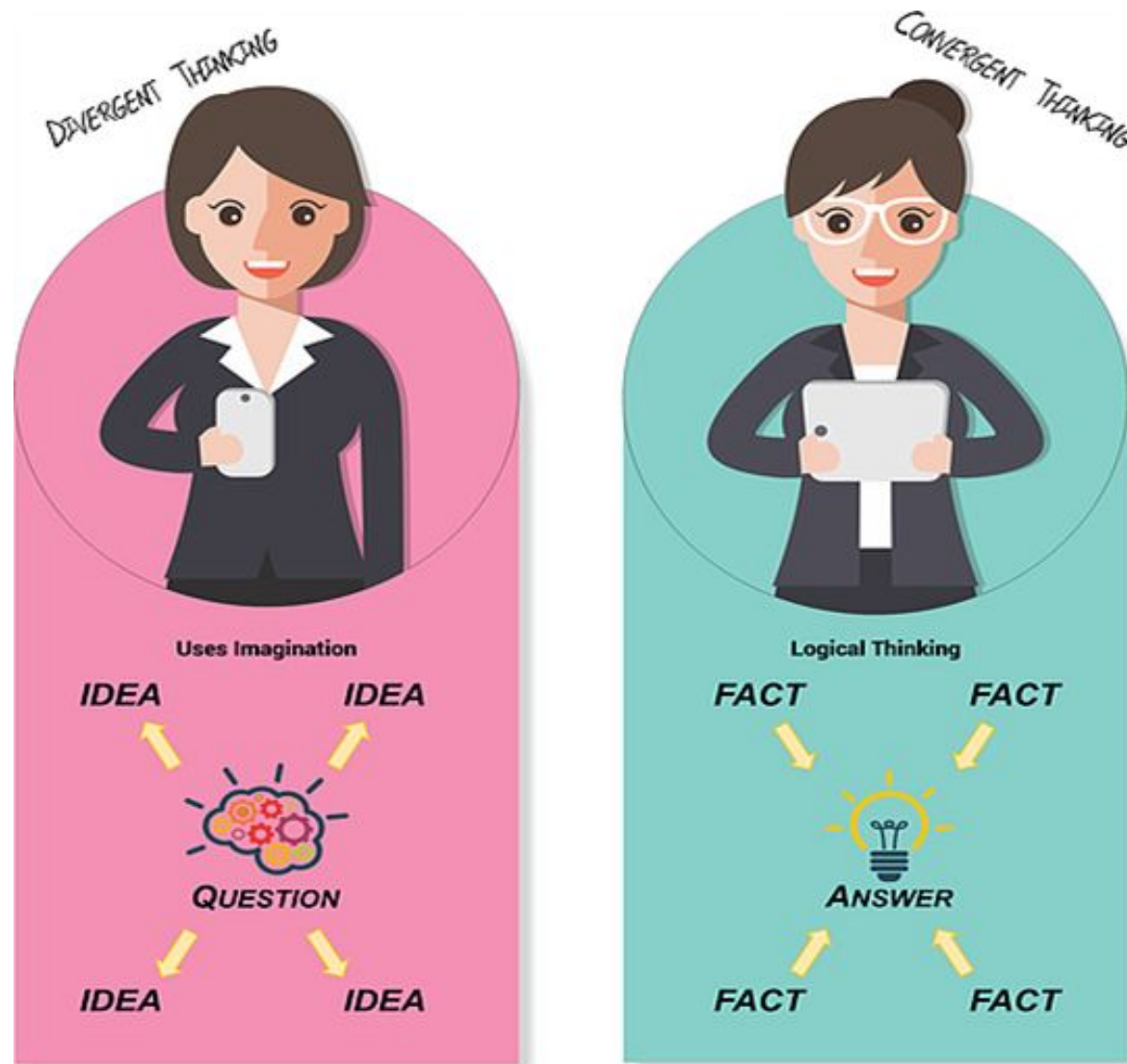
The Five Habits of the Mind

Train yourself to be:

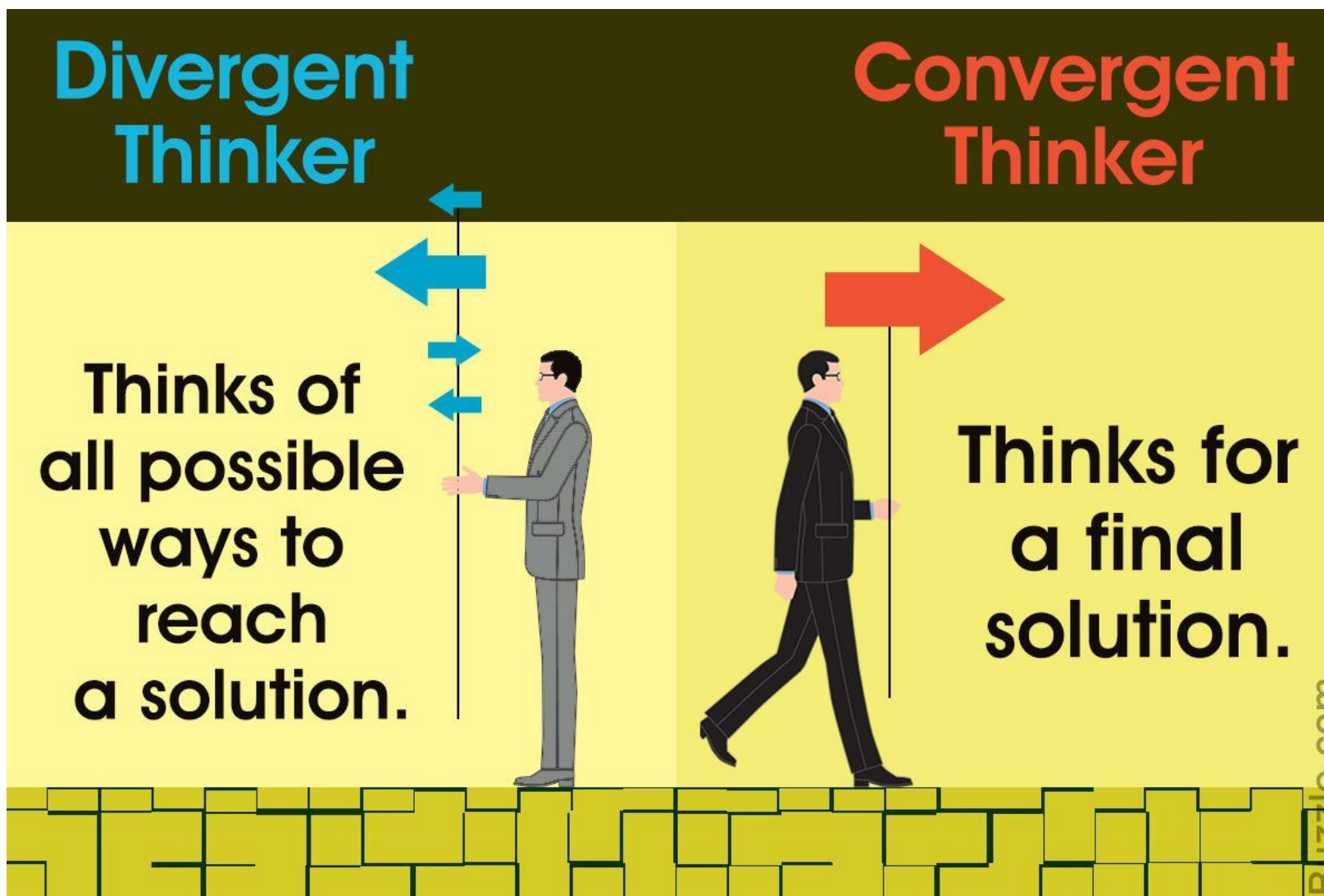
- Inquisitive
- Persistent
- Imaginative
- Disciplined
- Collaborative



Divergent and Convergent Thinking



Which One Are You?



Insight Problems

Verbal:

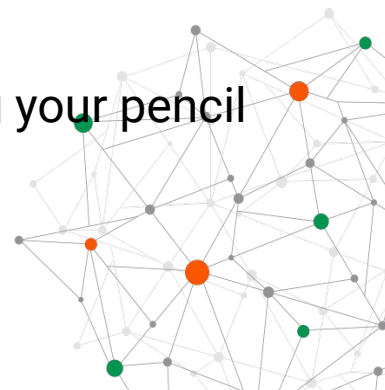
Marsha and Marjorie were born on the same day of the same month of the same year to the same mother and the same father yet they are not twins. How is that possible?

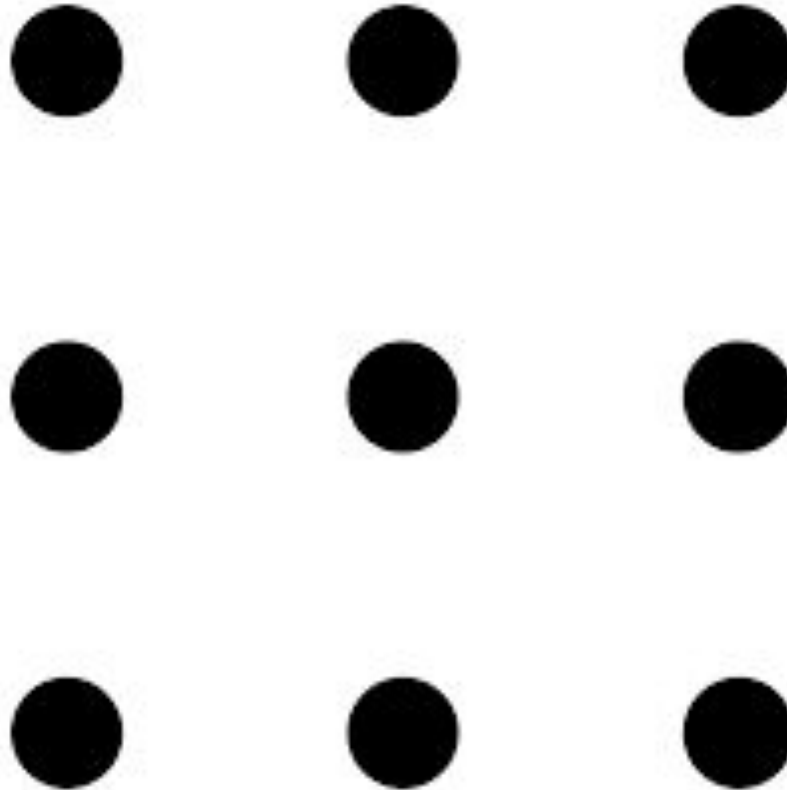
Mathematical:

There are ten bags, each containing ten gold coins, all of which look identical. In nine of the bags each coin is 16-ounces, but in one of the bags the coins are actually 17-ounces each. How is it possible, in a single weighing on an accurate weighing scale, to determine which bag contains the 17-ounce coins?

Spatial:

Draw four continuous straight lines, connecting all the dots without lifting your pencil from the paper.





Benefits of Creative Learning

- Greater Learner Independence
- Learner Centered Active Learning
- Learner Involvement
- Learner Motivation
- Reinforcement of Learning
- Learner Autonomy
- Self-directed Learner

5 Steps To Help You Be More Creative

- Spend time understanding the problem
- Look at the problem from different perspectives
- Spend time learning about the world around you
- Work in an interdisciplinary or multidisciplinary team
- Work in a creative environment

SHARK TANK

Checklist

- SCAMPER - Before You Present
- The Product Presentation
- Feedback

SCAMPER

Substitute

Combine

Adapt

Modify/
Magnify

Purpose

Eliminate/
Minify

Rearrange/
Reverse

The Three Things That Need To Stand Out

- The market: What is the opportunity?
- The magic of your product/service: How does it solve a big problem or fill a NEED?
- Your team: Are you capable of bringing it to market

The Presentation - Details

- **Title slide:** Company logo, contact information
- **Problem & Opportunity:** Where do you fit, what need do you fill or problem you solve?
- **The Value Proposition:** How your product/service fills that need or solves that problem. Make it powerful.
- **The Secret Sauce:** Paint a picture of how it works—literally. Use graphics.
- **Market Opportunity:** Describe the market size, define your customer base.

Present What You Must!

- **The Competition:** Who are they? How are you better?
- **Business Model:** How will you open up people's wallets?
- **Market Approach & Strategy:** How are you powering the growth of your business?
- **Team & Key Stakeholders:** Your key players, investors and advisors (and what they bring to the table).
- **Financials:** Break down the numbers – 5 year projections, burn rate, key metrics (enlist a professional to help if needed).
- **Traction:** What have you accomplished so far?
- **The Ask:** Here's the close—detail the investment. Provide a timeline, milestones and how you will use the investor's money.

Should You...

- Be an information dumper?

This is about selling the magic, not information overload.

- Use head-spinning jargon, techno-terms and unfathomable acronyms?

Keep your language simple.

- Create way too many slides, crammed with far too much information?

Instead, learn from a guru – stick to Guy Kawasaki's 10/20/30 Rule of Powerpoint. 10 slides / 20 minutes to present the slides / 30 point font or greater.

- Design wordy slides?

No, all new information takes time to process. Use words to emphasise, not distract.

Should You...

- Overwhelm with product detail?

No, keep it minimal. You're providing intrigue and insight into the opportunity, not a full-blown business plan... yet.

- Ridicule, vilify or criticize the competition?

Just don't. Know your competitors. Respect them. Take their threat seriously.

- Work on assumptions you can't back up with solid data?

No. Doing so is unethical and irresponsible. Remember, you are trying to gain trust.

- Be overconfident or, worse, arrogant?

Believe in your product, but open to the wisdom of your investors. They know things!

ACTIVITY

In groups, come up with a product and discuss how you would pitch it to the Sharks!

Work on your pitch and present in the next class.





Thank You



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All sources are duly acknowledged, missing ones are unintentional.

