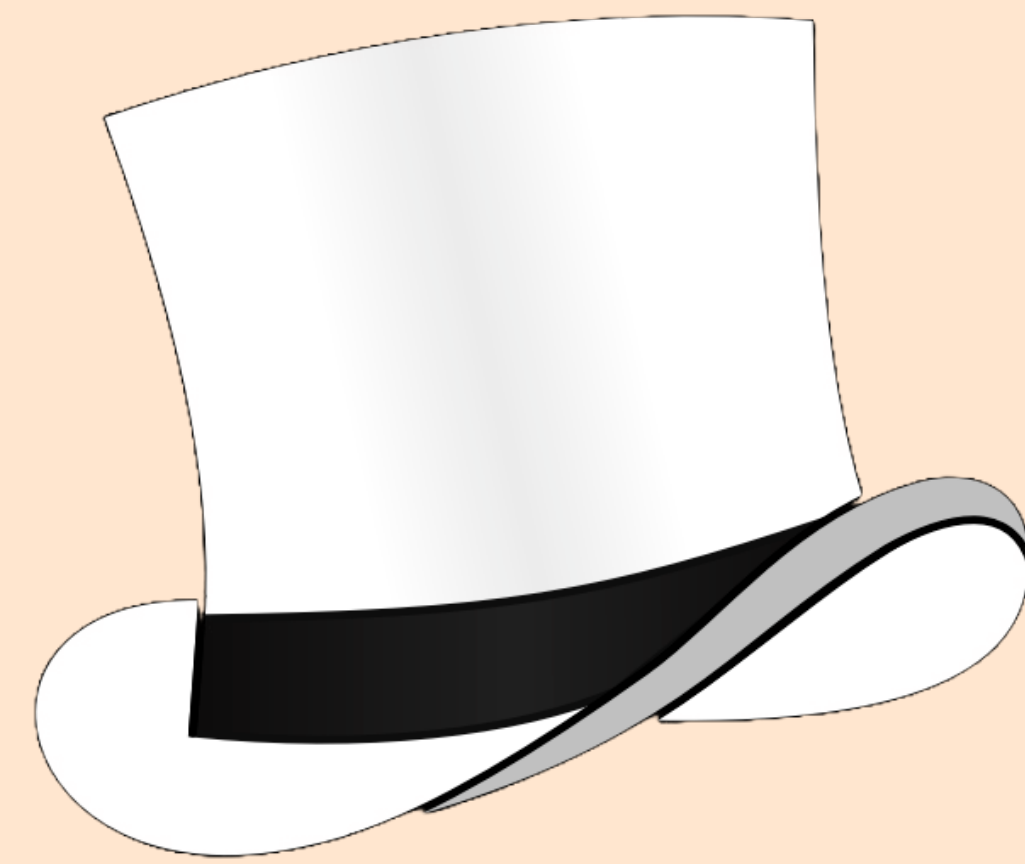


Overview

De Bono's Thinking hats, also known as the Six Thinking Hats, are a way for companies to incorporate different considerations into their thinking process. It is a simple and effective thinking process that can boost people's moral, productivity and focus towards the given task.

The White Hat



Facts, Objective, Information gathering or Data

What information is available? What are the facts we have and what do we lack? What does it tell us? How are we going to get the information?

↔ For example, how information can help to tackle a particular issue.

The Red Hat



Emotion, Feelings, Hunches, Intuition

How do you feel about the situation?

↔ For example considerations about: environment, ethics, working environment, effects on current world issues.

The Yellow Hat



Benefits, Positiveness, Feasibility

What are the advantages of applying the solution? Why do you think it is workable?

↔ For example, consideration about the benefits of a new idea or a decision and how feasible this would be.

The Green Hat



Creativity, Opportunity, Alternatives

What could be another solution? What other ideas do you have?

↔ For example, potential new partnerships with different companies, targeting different markets or better solutions to old problems.

The Forgotten Hat

There is actually a seventh proposed hat known as the grey hat, it is meant to represent wisdom and some innovative schemes use this as a seventh hat - despite it not being widely accepted.

The Black Hat



Risks, Negativity, Impact, Caution

What are the risks? What are the worst-case scenarios? Why could the solution not work?

↔ For example, identify any weak points in an idea or particular decision, and work out how to avoid them.

The Blue Hat



Manages the realisations of all of the other hats.

Have you considered all aspects equally? How would you summarize all of the information from the other hats?

↔ For example, balancing the risk vs rewards of new ideas whilst maintaining morality and profits.

Conclusion

The accumulation of these different strains of thinking can be incredibly beneficial to a company's innovation. Benefits include: maximising productivity, making clear and objective decisions and also allows the consideration of the problem as a whole.