

# Look at a problem creatively

## Clarify your creative problem

Express the creative problem you intend to resolve in the form of a question.

## Think holistically

Over and above the commercial, financial or technical aspects involved, what vision for the future do you want to suggest to the people concerned (customers, co-workers, partners)? What do you want them to experience? What values does your creative challenge raise?

## Accept the paradoxes

What is causing you a problem in your creative approach? Which factors seem incompatible to you at this stage?

Do you see any possible way of reconciling these paradoxes? If not, allow the matter to rest for the time being and return to it later.

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creatively*

## *Identify what makes a difference*

If you change your point of view (putting yourself in the customer's shoes), how would you define your problem again?

What significant details about your creative problem stand out in your discussions with other people?

Taking a step back, are there any aspects of the problem you have neglected up to now?

## *Get other people involved*

Who can you ask to help you make progress?

How can you motivate and encourage them to boost the creativity of the group?

## *Your solutions*

What new ideas did the previous stages generate?