Question 1

Logical thinking versus creative thinking

Logical thing is opposite of logical thinking. When employing logic, a thinker bases each step in a train of thought on the previous steps, following formal rules of valid thinking. This prevents manager to make decisions based on cognitive maps, unconsciously built up through past experience that leads to poor results. Manager requires to have the ability to critically reflect on the assumption they hold to check if they are based on actual fact, or on organizational folklore and industry recipes. Logical thinking is a disciplined and rigorous way of thinking, on the basis of formal rules. By applying logic, each step in an argumentation follows from the previous, based on valid principles. Therefore, logical thinker make conclusion only if it is arrived at by a sound of succession of arguments. Logical thinking can benefit from avoid the emotional interpretations that so often affect people’s understanding of environmental threats and opportunities and organizational strengths and weaknesses. Logical thinking can rendering a person’s bulish or bearish bias and can be instrumental in discarding old way of how the firm and its environment function. By analyzing the empirical facts and rigorously testing the hypotheses on which the firm’s shared cognitive map has been built, the strategist can prevent building a false model of reality.

When envisaging and realizing a strategic solution, logical thinking can help to prevent the danger of subsequently internalized and are used automatically. Habits are programmed courses of action that have developed unconsciously. By preciously formulating strategic options and subjecting them to formal evaluation, the strategist can break away from such advantage. Further more, advantage of logical thinking is distinction between fantasy and feasibility. Logic can help to week out strategic options that are flights of fancy, by analyzing the factors will determine success or failure.

Creative thinking is thinker does not take a valid step, but takes a leap of imagination, without being about to support the validity of mental jump. In reateive thinking, a person discards the rules governing sound argumentation and make conclusion that is not justified based on the previous arguments. In this way, thinker generates a new understanding, it sometimes does not make sense. Creative thinking takes liberty in following thinking rules. One idea might link to another idea, there is no formal logical interfering. One variable might linked by thinker to another, without explaining consumption is generated. Therefore, creative thinking creates a new understanding, without new support to evidence. This method of thinking required when analyzing strategic problems.

In conclusion, logical thinking and creative thinking not only opposites, but they are partially incompatible as well. They are based on methods that at odds with one onther. Logical and creative thinking can not in place at same time. Both require such a different mindset and range of cognitive skills that in practice it is very different to achieve both simultaneously. The demand for logic and creatively is not only contradictory for each individual, but also within teams, departments, and overall firm. While strategizing groups woud like to be fully capable of logical and creative thinking, find ways of working both forms of strategic thinking into a workable strategy process is extremely challenging. Normally, conflicting styles lead to conflicting people, and therefore combined between two is not that simple. It is the reason that we talk about the ‘paradox of logic and reativity’ – the two demands on managers seen to be contradictory, yet both required at the same time.