



## Upgrade Your Neck-Top Computer®

# Harvest, Design, Implement

Turning ideas into innovations

**Deliberate Creativity & Innovation**

Developed by

**Mindwerx International**



**Ideas for Action....**

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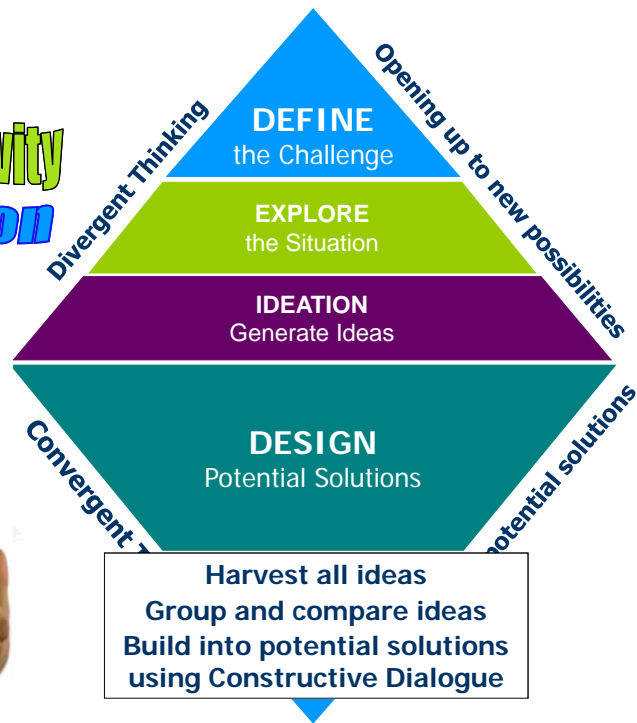
[buzan:com.au](http://buzan:com.au)

[fuzz2buzz.com](http://fuzz2buzz.com)

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## Applied Creativity & Innovation



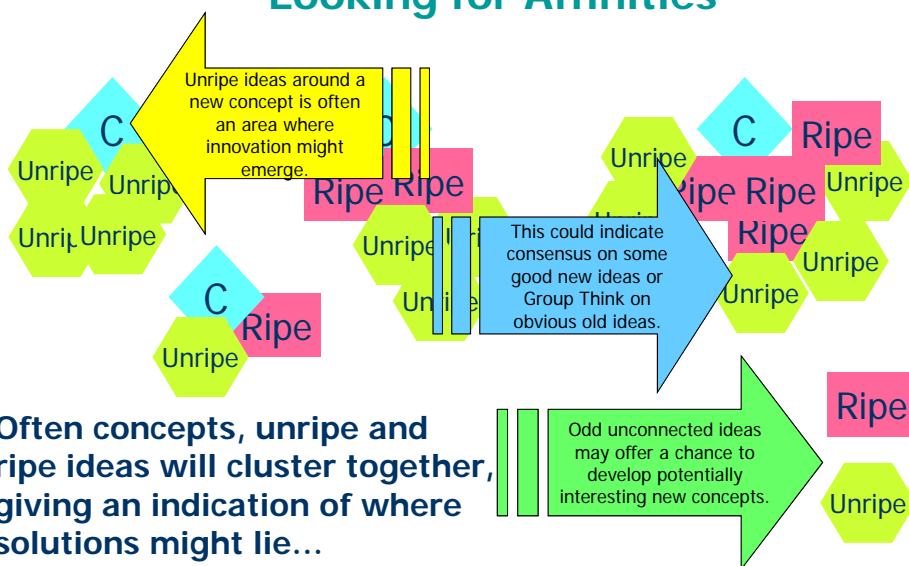
## Designing Solutions Moving from ideas to innovations

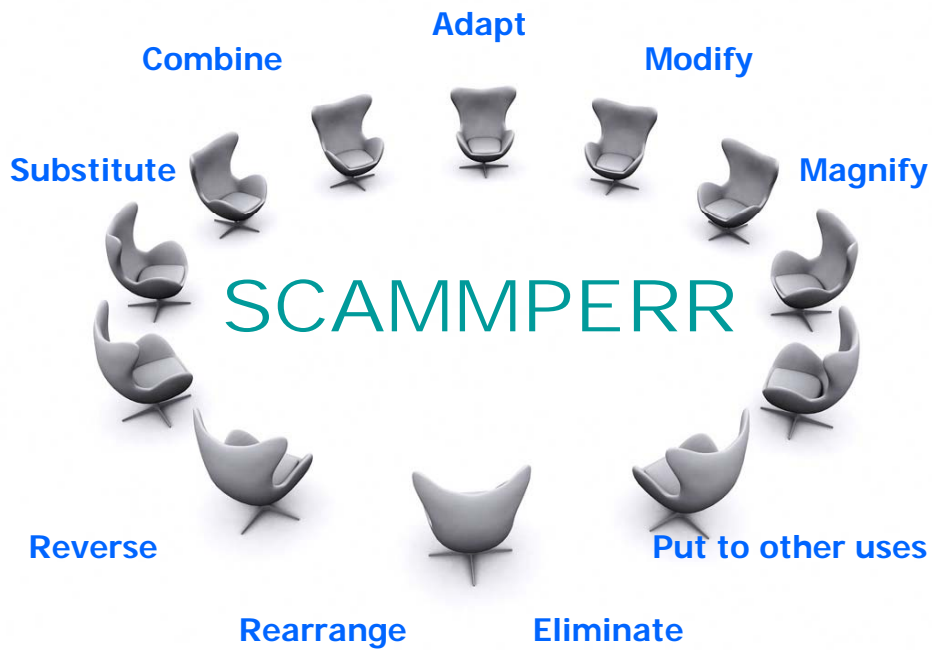
- ✓ Very few ideas stand on their own merits.
- ✓ New ideas need to be developed before being scrutinised.
- ✓ They need constructive design to be expanded, shaped, improved and changed to meet the needs of the situation.





## Harvesting the Thinking Looking for Affinities





Original SCAMPER by Bob Eberle

# I P P C O



- Information?
- Pluses?
- Potentials?
- Concerns?
- Overcome how?



Adapted from Creative Problem Solving Institute,  
Creative Education Foundation, University of Buffalo

# SCAMMPERR

**SCAMMPERR** involves the posing of questions to develop new ideas on a specific focus, and/or design a starting idea into more or better ideas and potential solutions.

**FOCUS/IDEA:** \_\_\_\_\_

Questions	Ideas
<b>S</b> ubstitute – What might be substituted? Who, what can be changed?	
<b>C</b> ombine – What could be combined, blended, allied?	
<b>A</b> dapt – How might the idea be adapted, what could be copied?	
<b>M</b> agnify – What could be magnified, enlarged, exaggerated, made stronger?	
<b>M</b> odify – What might be modified, altered, changed?	
<b>P</b> ut to other uses – What else could this be used for? Are there new ways this could be used?	
<b>E</b> liminate – What can be omitted, made smaller, divided, streamlined, subtracted?	
<b>R</b> earrange – What other arrangement might be better? Other patterns, layouts, sequence, order?	
<b>R</b> everse – What if it was backwards, opposite, reversed? What would be unexpected?	

# IPPCO

**IPPCO** is used to help strengthen promising ideas into potential solutions and send them into the implementation phase with a better chance of success.

**Information** – What information is available and/or needed on this idea or focus?

**Pluses** – What are the pluses of the idea, what benefits, what value does it add, why do it?

**Potential** – If we did this idea what might it lead to, what potential flow-on is there?

**Concerns** – What concerns are there, what might go wrong, what barriers, who might resist it?

**Overcome** – How might we overcome these concerns, and build on the idea's potential?

**FOCUS/IDEA:** \_\_\_\_\_

<b>INFORMATION...</b>	
<b>PLUSES...</b>	<b>POTENTIAL...</b>
<b>CONCERNS...</b>	<b>OVERCOME BY...</b>



## de Bono's DATT for Concept Improvement

### Direct Attention Thinking...

- A.G.O. - Aims, Goals, Objectives
- FIP - First Important Priorities
- RAD - Recognise Analyse Divide
- CAF - Consider All Factors
- O.P.V. - Other people's views

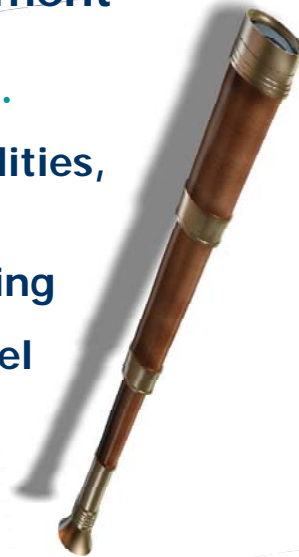


de Bono materials © McQuaig Group

## de Bono's DATT for Concept Improvement

### Direct Attention Thinking...

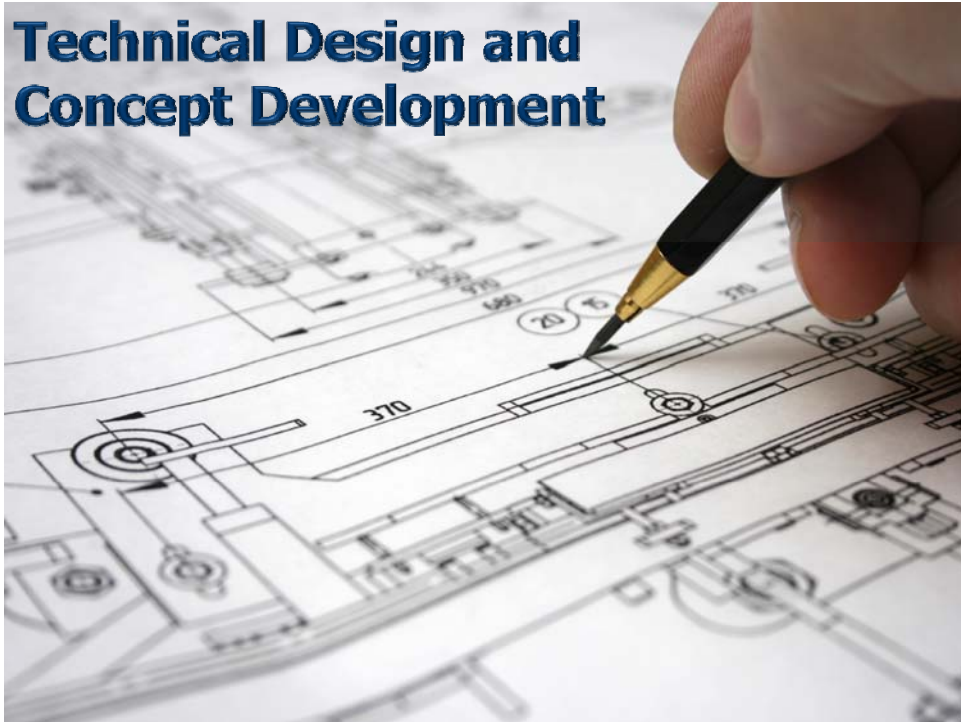
- A.P.C. - Alternatives, Possibilities, Choices
- P.M.I - Plus, Minus, Interesting
- C & S - Consequence & Sequel
- K.V.I. - Key Values Involved
- DOCA – Decision/Design, Outcome, Channel, Actions



de Bono materials © McQuaig Group



## Technical Design and Concept Development



# 3M

**A great idea  
development story**

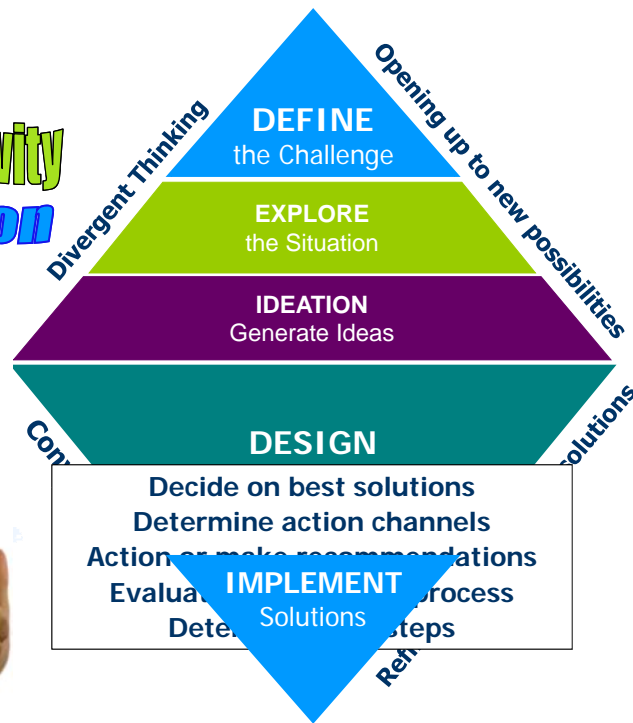
[http://www.3m.com/us/office/postit/  
pastpresent/history\\_ws.html](http://www.3m.com/us/office/postit/pastpresent/history_ws.html)







## Applied Creativity & Innovation



## The Best Solutions? Team decision making techniques

### Voting Techniques

- Red and Blue Hats
- Dot Voting

### Decision Analysis

- Evaluation Checklist
- Decision Grid
- Screening Stage-gates





# Decision Making

## Preliminary Evaluation Checklists

Make your own checklist, based on company policy, relevance, and commonsense. For example:

- ✓ Fit with needs
- ✓ Cost – Benefits
- ✓ Risks – Rewards
- ✓ Feasibility
- ✓ Acceptability
- ✓ Conflicts & Barriers

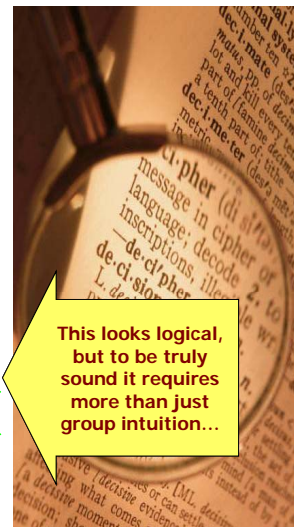


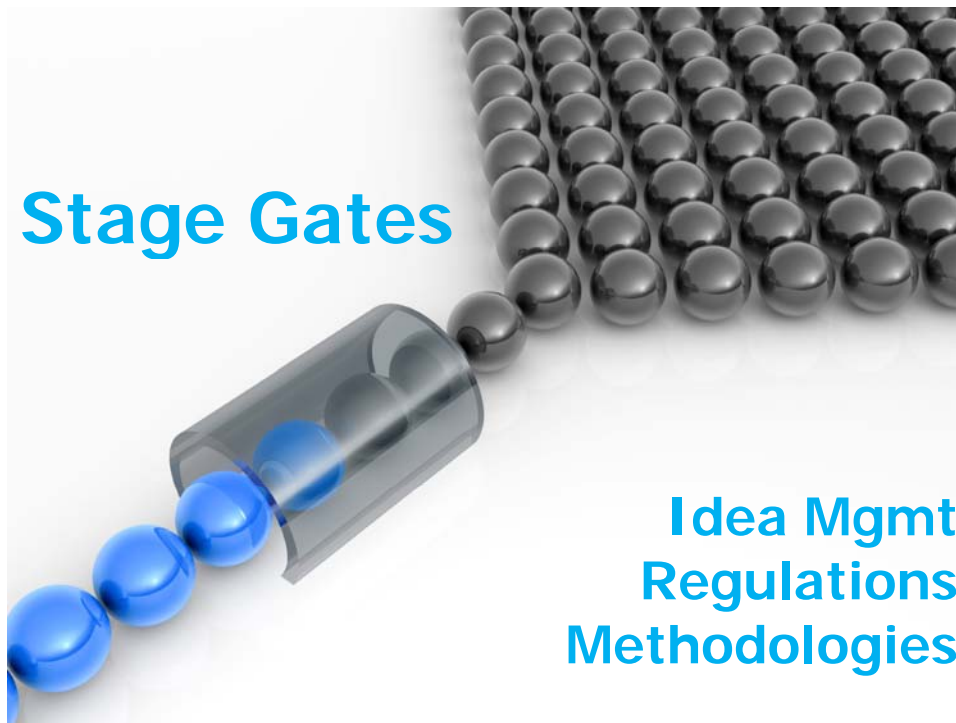
# Decision Making

## Decision Analysis



	Solve the problem	Cheap to do	Can be done by us	Can be done now	Team involvement	
Top Score	30	20	10	10	10	80
Work with mail room to speed up delivery.	15	10	6	4	10	45
Install a fax machine	30	5	4	6	5	50
Eliminate checking FA99	20	20	8	7	7	62 ✓
Book travel immediately	25	20	10	10	10	75 ✓





## Actions Channels

**How will you progress? Who can make a decision, who needs to be consulted?**

For example:

- 👉 Budget or Safety Committee
- 👉 Technical departments
- 👉 Customer representatives
- 👉 MasterMind Group or Board
- 👉 Sponsor, Angel or VC

**Can you take action yourself?**

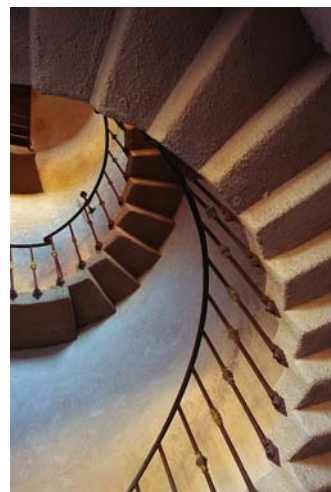
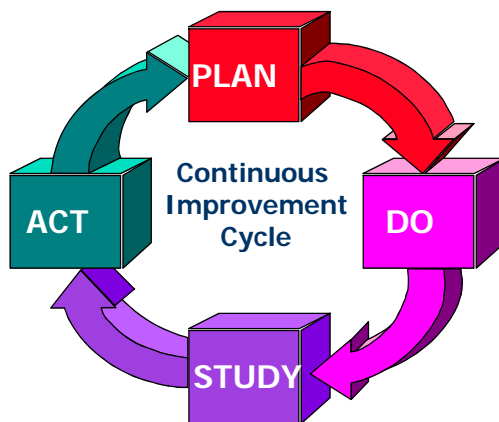




## Action Plan

- Does your organization have a process?
- Do you need a simple or complex plan?
- Who needs to be involved in the plan?
- What tools will you use to develop your plan?
- How will you deploy and manage it?

## Evaluation of Results & Next Steps





## Deliberate Creative Thinking

Remember to take a step back to think about your thinking

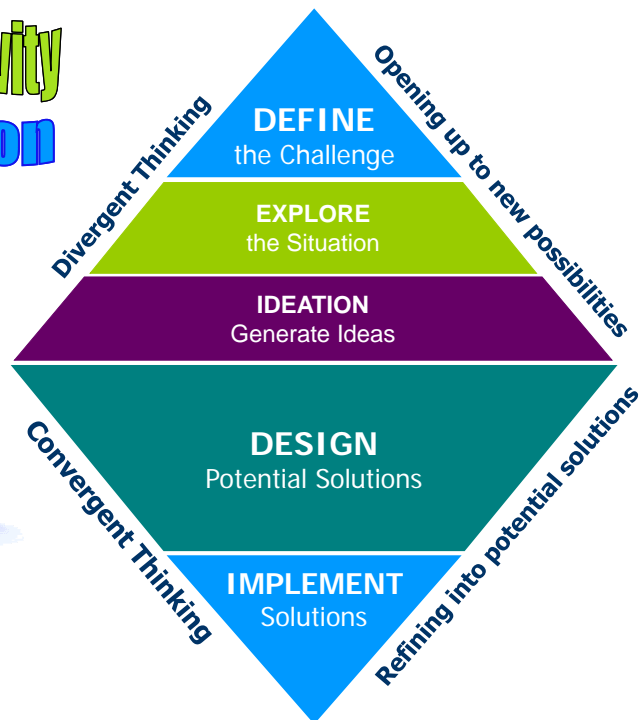
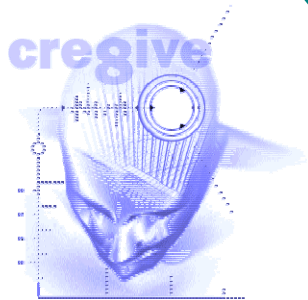
### Three vital ingredients balanced for success...

- ✓ Focus
- ✓ People
- ✓ Time

with effective use of tools and process to help the team achieve the desired outcomes



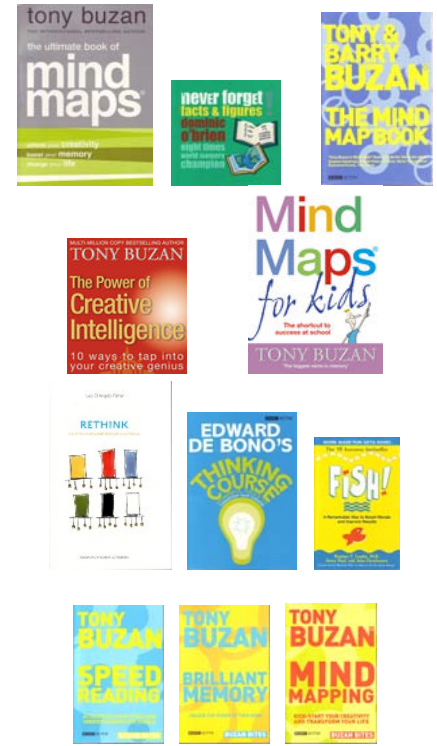
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## Reference List

### Books

- ❑ *The Ultimate Book of Mind Maps®* by Tony Buzan
- ❑ *The Mind Map Book* by Tony Buzan and Barry Buzan
- ❑ *101 Creative Problem Solving Techniques* by James Higgins
- ❑ *Rethink – The Story of Edward de Bono in Australia* by Leo D'Angelo Fisher
- ❑ *The Power of Creative Intelligence* by Tony Buzan
- ❑ *Head First – 10 ways to tap your natural genius* by Tony Buzan
- ❑ *The Power of Creative Intelligence* by Tony Buzan
- ❑ *Unleashing Genius* by Dilip Mukerjea
- ❑ *Brain Power for Kids* by Lana Israel
- ❑ *Edward De Bono's Thinking Course*
- ❑ *Six Thinking Hats* by Dr Edward de Bono
- ❑ *Mind Maps for Kids* by Tony Buzan
- ❑ *Present Yourself* by Michael Gelb
- ❑ *Fish!* by Steve Lundin
- ❑ *Hidden Gold* by Bill Jarrard and Johan Kruithof



### Interesting Websites

- |                                                                |                                                                |                                                        |
|----------------------------------------------------------------|----------------------------------------------------------------|--------------------------------------------------------|
| ◆ <a href="http://innovationtools.com">innovationtools.com</a> | ◆ <a href="http://brain-dancing.com">brain-dancing.com</a>     | ◆ <a href="http://fastcompany.com">fastcompany.com</a> |
| ◆ <a href="http://buzanworld.com">buzanworld.com</a>           | ◆ <a href="http://innovation-triz.com">innovation-triz.com</a> | ◆ <a href="http://cre8ng.com">cre8ng.com</a>           |
| ◆ <a href="http://memorise.org">memorise.org</a>               | ◆ <a href="http://creativethink.com">creativethink.com</a>     | ◆ <a href="http://startrek.com">startrek.com</a>       |

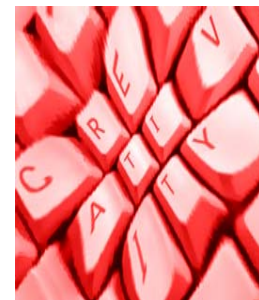
More books and interesting links are available on our websites

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## Want to Test Your Creativity?

Go to [mindwerx.com](http://mindwerx.com) and take our creativity test

or e-mail us for a hard copy [info@mindwerx.com](mailto:info@mindwerx.com)



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