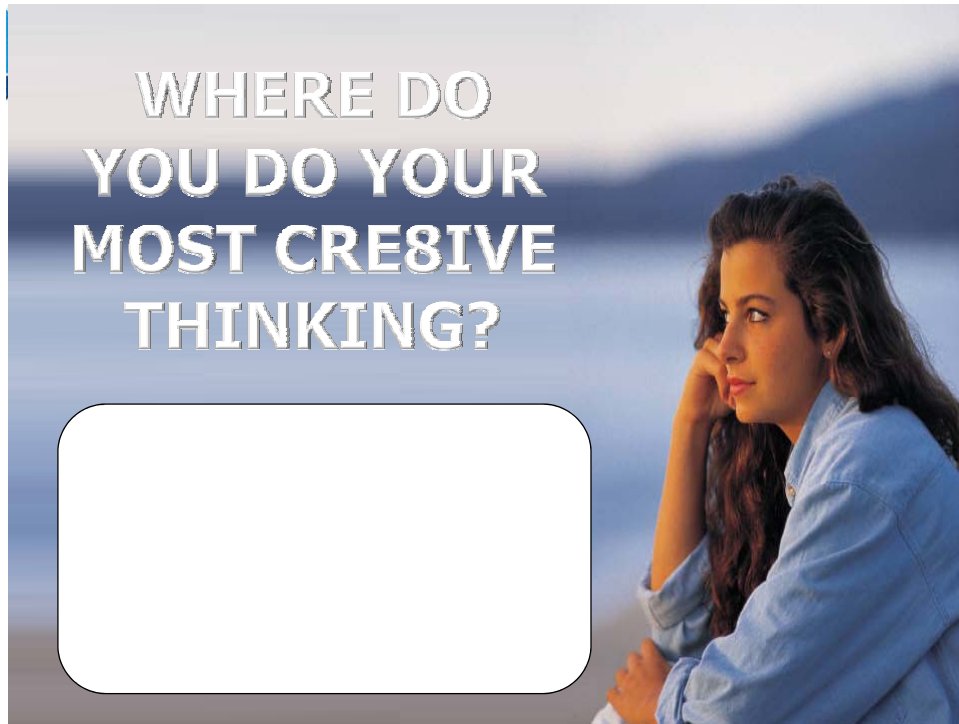


Developed by
**Bill Jarrard and
Jennifer Goddard**
Mindwerx International

Intro to Deliberate Creative Thinking

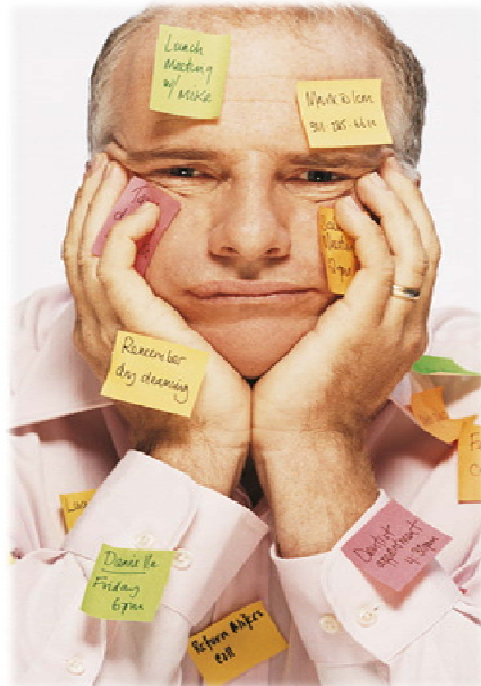
Ideas for ACTION...

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Deliberate Thinking

Reactive and Passive Thinking is no longer enough.



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Cre8ive Th!nking Activity

Three vital ingredients...

- ✓ Focus
- ✓ People
- ✓ Time

with deliberate use of tools
and process to help the
team achieve the
desired outcome



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The effectiveness and creativity of a thinking activity requires a balance of the Focus, Time and People involved with an activity.

Focus: What is the outcome sought and are the focus statements clearly defined to take the team to that outcome?

Time: How much time is allocated, is it enough to do the job?

People: Who is involved, and are they best people for the activity?

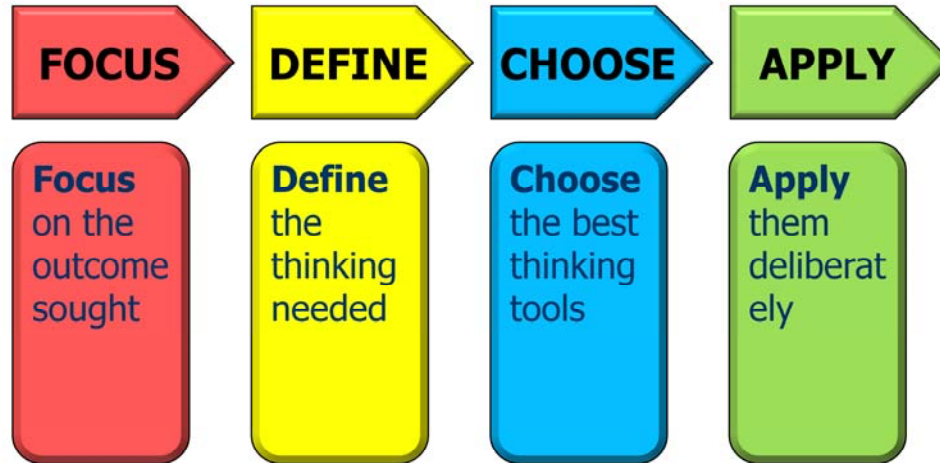
Working to ensure that these elements come together well is a major task that could take some time, but is worth the effort.



Deliberate Thinking

Thinking about Thinking

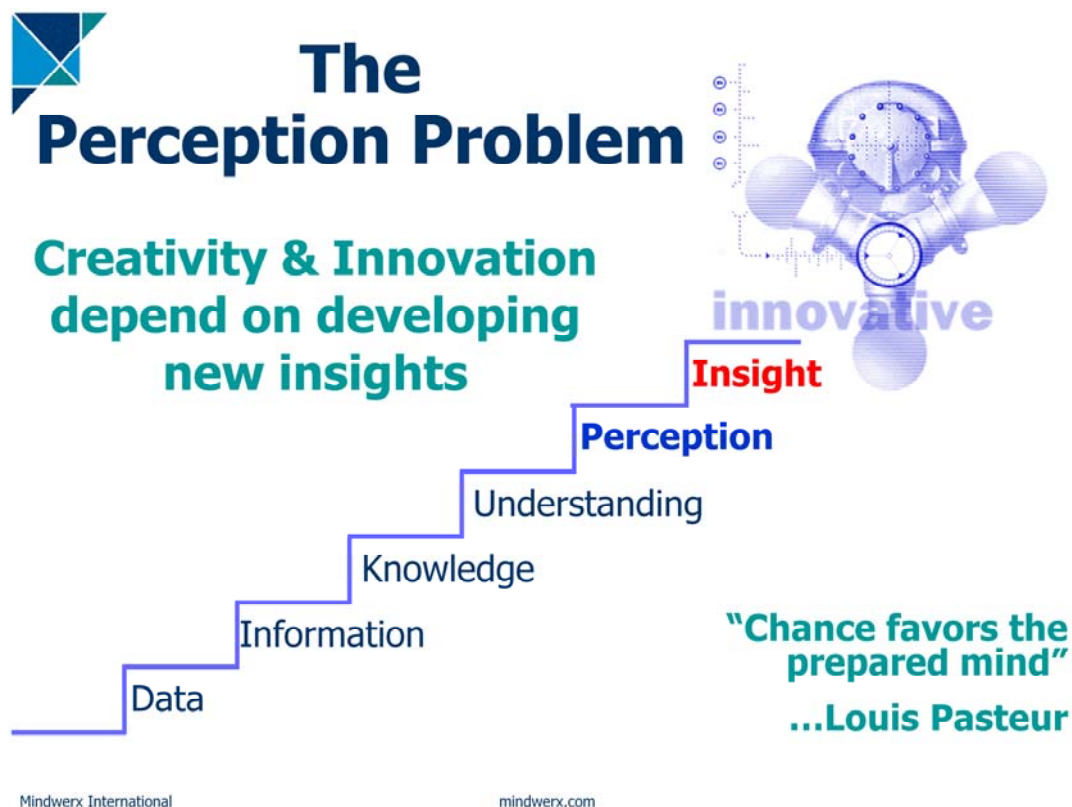
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Notes..



Creativity and Innovation requires Perception and Insight

We are all exposed to data and information, but the very availability of huge amounts of information is often a barrier to insight since it is hard to separate out more useful information.

Today there is a lot of focus on knowledge. Very often we organise knowledge into domains to give them recognisable structure (eg. mathematics, language, history etc.) and this helps us know where to go when we wish to add to our knowledge.

While there are many levels to understanding, when we wish to understand something we seek to experience it, either directly (deepening our knowledge by acquaintance) or indirectly through others (deepening our knowledge by description).

Data, information, knowledge and understanding are very important, indeed perhaps vital, and very largely we know what to do about them.

Perception and insight, on the other hand, are things we value highly (... "That was very perceptive" ... "what a wonderful insight") yet we treat them as "magic" - it is something you either have or you do not. Yet the ability to recognise opportunities depends upon perception and insight.

And yet we operate as if there is not much we can do to develop our perception or increase our insight.

Louis Pasteur said, "...chance favours the prepared mind".

How do we "prepare the mind" to be more creative and innovative?

Can we increase our skills in perception?



Blinded by Perception

- The eye sees only what the mind is prepared to comprehend
- Sequence of our experience sets up certain patterns of perception.
- These patterns establish the concepts we have and the opportunities we can perceive.



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The eye sees only what the mind is prepared to comprehend, or to put that another way.

“I’ll see it, when I believe it”.

It is the particular sequence of our experience that sets up (or conditions) our patterns of perception.

The human brain is an excellent patterning system which, for most purposes, we should be extremely grateful. It is this patterning system that allows us to drive to work, recognise friends, get dressed in the morning and so on.

The patterning system of our brains organises our sensory input into (temporarily) stable patterns of perception which our thinking then follows. It is these patterns which establish the concepts we have and the opportunities we can perceive.



Cre8ive Thinking Aims to Shift Perception

- ☯ How we perceive a situation is one of the most important parts of thinking
- ☯ Perception is what we see in our minds
- ☯ Different people look at the same thing and perceive it very differently



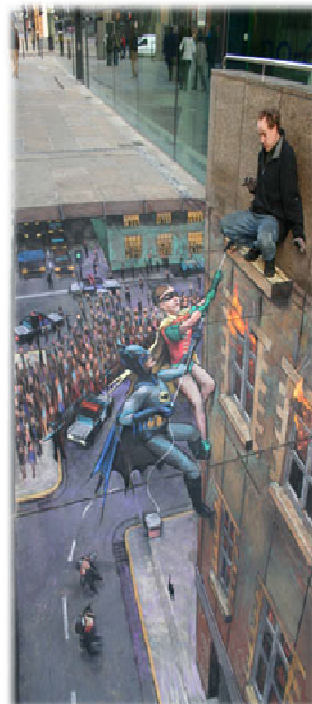
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PERCEPTION There are always many Possibilities

SHAMT



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Pattern Puzzle

A 3 M P 8
 T Q 7 5
 L D J K U
 P E C H A
 O N S F R



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We live in a world in which time passes.

As time passes information arrives (our experience occurs) in a particular sequence.
 Our experience does not occur all at once.

The above pattern puzzle is designed to simulate such a system to illustrate

- That excellence in analysis (being "right") is not enough.
- That creativity and innovation are an absolute necessity in a world where time passes and information (experience) occurs over time and we are always trying to make the best of what we have.
- That the particular sequence of our experience dictates the patterns that we have and the mental models we develop.



What is Creativity?

For our purposes.....

- Being creative involves shifting perception to explore new concepts.
- Our purpose for creativity is to generate ideas – **creative productivity**
- Deliberate Creative Thinking allows us to cut across patterns of perception to develop new concepts.



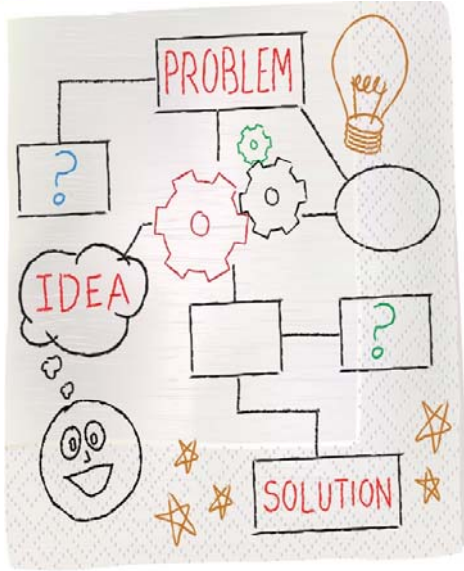
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There are many ways we could define creativity.

We use creative thinking to generate ideas → new and different and ways of doing something → in order to see if we can perceive something which is simpler and/or better in some way than what is currently done.

The use of specific creative thinking techniques is designed to improve our ability to see beyond our existing patterns of perception. To improve our chances of developing new, fresh, valuable insights.



**Deliberate
Cre8ive Th!nking™**

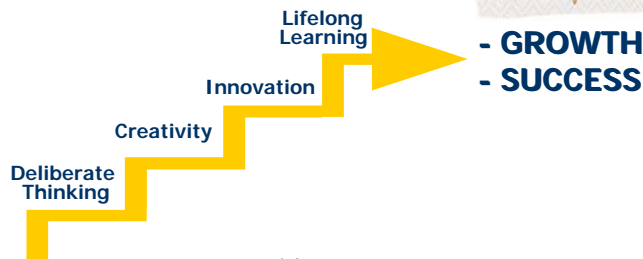
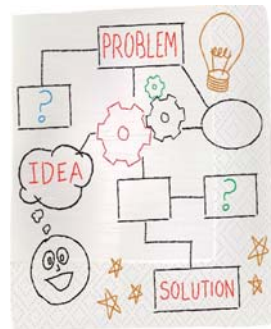
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Deliberate Cre8ive Thinking™
Exploring & Developing New Ideas

- Focuses creative energy
- Provides tools to develop ideas
- Enlists creative skills of people
- Facilitates creativity on demand



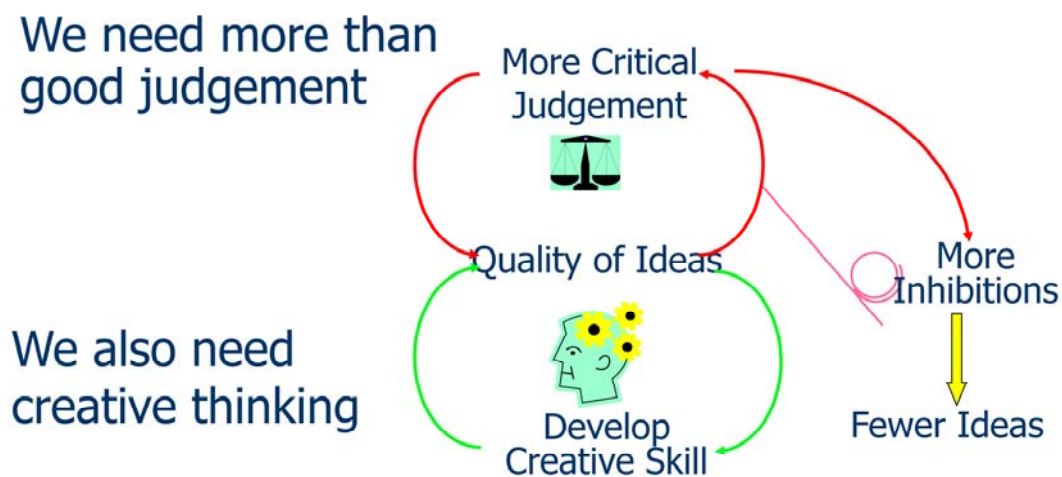
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For Success in Innovation

Judgement is not sufficient



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There are many who believe that all that is needed in order to be innovative and creative is excellent judgement. That “ideas are a dime a dozen” and that what is needed is more effective and efficient screening and evaluation processes in order to “filter out” the poor quality ideas.

But good ideas and real opportunities are not a dime a dozen. And we do very little to improve the quality of new ideas merely by applying better and better judgement. Indeed the more “judgement” (frequently negative) we apply to new ideas the more likely we are to reduce their quality because of the inhibitions/negatives this induces in the minds of the people producing the ideas (“Why should I go to the trouble of suggesting new ideas if they are so often rejected”). While we do need good judgement to avoid doing something foolish we need to develop creative thinking skill if we want to produce better quality ideas.

Judgement is necessary but not sufficient.



WHY?



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Notes..



Tools & Techniques

Deliberate Creative Thinking™

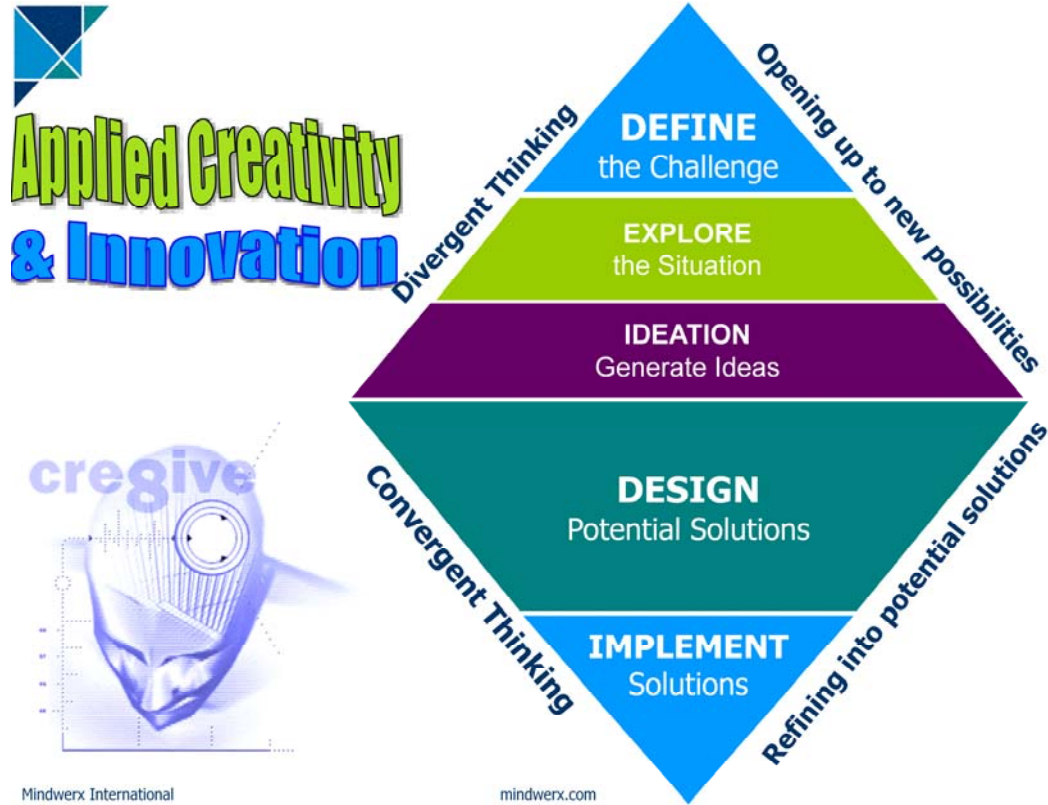
Visualisation & Focus
Directed Thinking
Radiant Thinking™
Ideation & Harvesting
Design & Implementation



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Notes...



Notes...