HOW TO DEVELOP AND HARNESS
CREATIVE THINKING

Every business, organization and team should formalize creativity and make it part of their everyday business activities, like planning.
To start: Schedule a weekly creativity session. Pick one problem. Use the Provoke, Challenge, Solve technique to find a solution.

Provoke, Challenge, Solve

Use this technique as a starting point to formalize creativity in your business.

Provoke
- Select a problem and describe it.
- Pick a random starting point to start from.

Challenge
- List all assumptions that lead to that point.
- Challenge validated assumptions.

Solve
- Explore alternative solutions
- Test and evaluate

Mindmapping

Start in the middle
1. Select a central idea
2. Put it in the middle
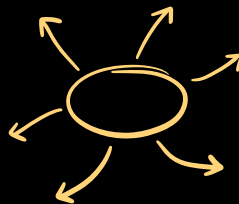
Brainstorm associations
1. List out all possible associations
2. Put them around the central idea
3. Connect it with lines

Expand the branches
1. For each branch, list associations
2. Put then around the brach
3. Connect it with lines

Inversion Thinking

"All I want to know is where I'm going to die, so I'll never go there."

- Charlie Munger

Master Inversion Thinking

1. Identify the goal
2. Ask: What do I have to do NOT to achieve that goal?
3. Do the opposite.

Role-Playing Technique

Use this technique to understand how others perceive and navigate the real world.

Imagine a scenario where you take on the role of your customers in a specific situation.

Answer these questions:

- What do you think and feel right now?
- What do you see and hear?
- What do you know and assume?
- What do you say and do?

Think & Feel

See & Hear

Say & Do

Know & Assume

SCAMPER Technique

S C A M P E R

Substitute
What can we substitute to make this different or better?

Combine
What if we combine this with another alternative?

Adapt
How can we tweak this to make it work in a different context?

Modify
What if we change the color, size, shape, or other attributes?

Put to another use
How else can this be applied or repurposed?

Eliminate
What if we take away certain components?

Reverse/Rearrange
What happens if we change the order of tasks?

10 Principles of Creativity

Embrace Fear.
It means you are out of your comfort zone.

Don't be afraid to ask why.
Understand the purpose and mission.

The audience is the hero.
Customers, users, and clients are heroes.

Own it.
Your ideas will thrive if you own them.

Build a story.
Wrap your idea in a story.

Sometimes, say no.
Not everything is going to work out.

Challenge assumptions.
Challenge existing ways of doing things.

Embrace optimism.
Use the "Yes, and..." method to explore.

Ask why five times.
Get to the root of the problem.

Cultivate a beginner mindset.
Be curious, ask questions, explore.