

Basics of Creativity:

Discovering Ideas

Plan of the session

- **Define creativity**
- **Show difference between creative and formal thinking**
- **Explain 4 recipes and 7 models for discovering ideas**
- **Slides 28/28**

What is Creativity?

- **An Ability to imagine.**
- **An Attitude. Tolerance towards the new.**
- **The habit of improving ideas as being used.**

Formal Thinking
versus
Creative Thinking

**Both kinds of thinking
are interdependent
and complementary.**

Formal Thinking (A)

- **Analytical**
- **Convergent**
- **Linear**
- **Focused**
- **Objective**
- **Verbal**

Creative Thinking (B)

- **Generative**
- **Divergent**
- **All directions**
- **Diffuse**
- **Subjective**
- **Diversified**

- **Creativity is not inherited.**
- **Creativity can be taught.**
- **Innovation is measurable:**
Revenue from new
products? Patents.

Tools for Creativity

1. Brainstorming

designed to obtain maximum number of ideas.

- ✓ Suspend judgment.**
- ✓ Think freely.**
- ✓ Improve, modify, build on others ideas.**
- ✓ Quantity of ideas is important.**

Basic Guidelines for Brainstorming

- ✓ Suspend judgment.**
- ✓ Think freely.**
- ✓ Improve, modify, build on others ideas.**
- ✓ Quantity of ideas is important.**

Putting Brainstorming in Practice

Record and expose ideas.

Limit the time of the process

Use 80/20 rule.

2. Asking Questions

- ✓ **Where? When? Where?**
- ✓ **What? Who? For what?**
- ✓ **To where? For whom?**
- ✓ **What have others done?**
- ✓ **Where to find an idea?**
- ✓ **What ideas can I modify?**

3. The Pentad

- **Action or event**
- **Subject (doer)**
- **Scene**
- **Agency**
- **Relationships between all.**

4. The Grid

for things, objects, items

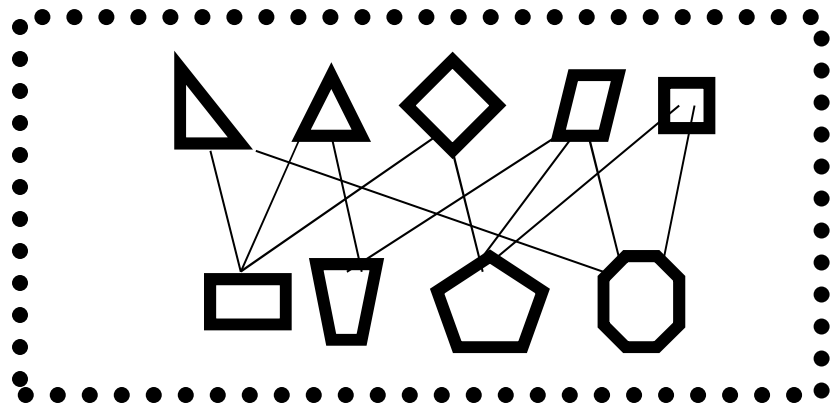
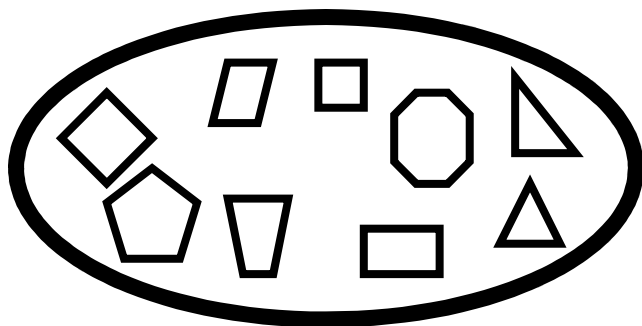


	System or Subsystem	
<i>Criterion</i>	Static	Dynamic
Contrast		
Context		

7. Other Models for Enhancing Mental/Thinking Activities

System Thinking: A System

♣ **A whole having components, or components forming a whole.**



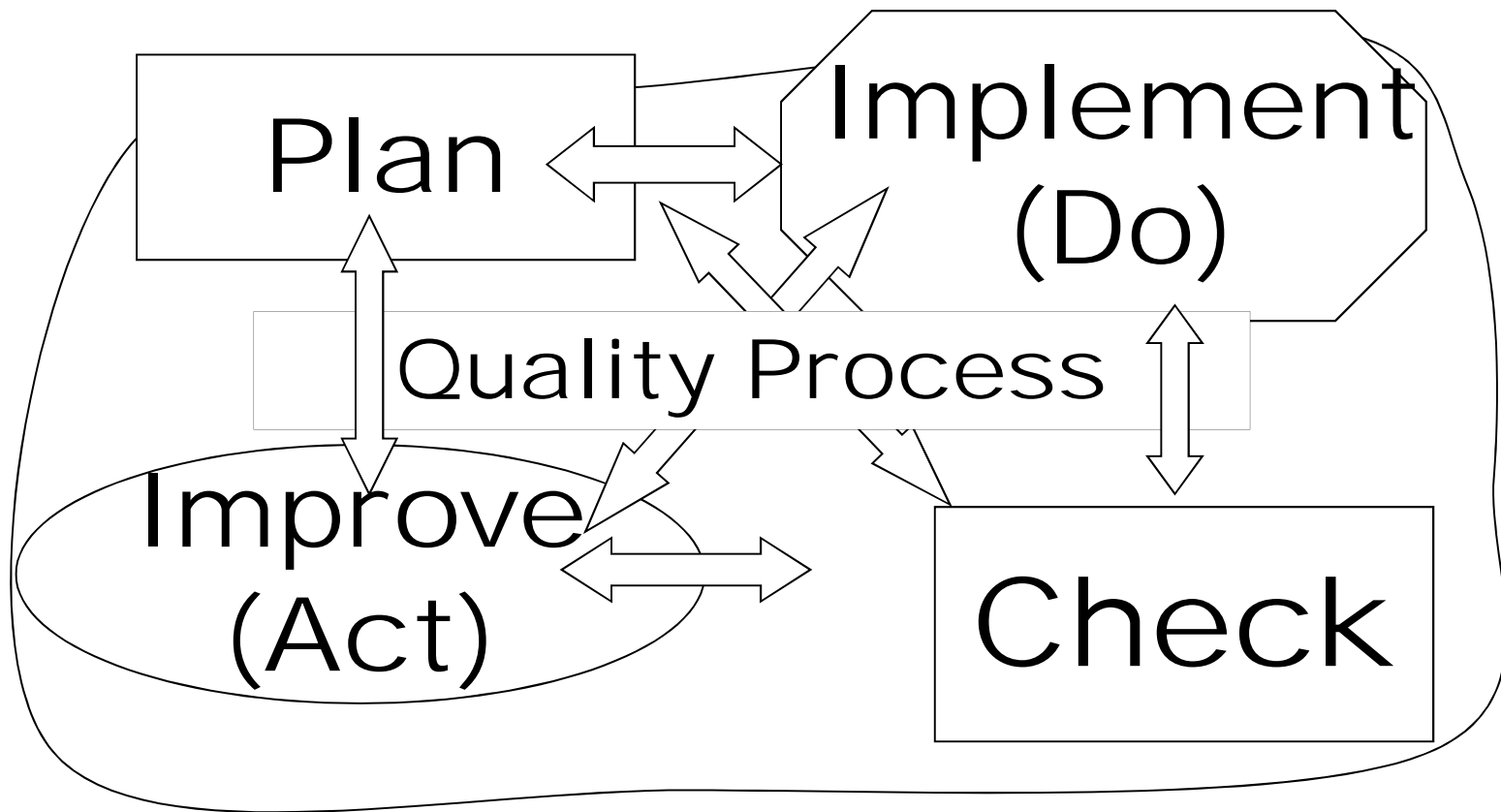
- **We have grown in a culture where fragmentation has prevailed.**

- **To meet challenges, use systems thinking.**

- **Systems → behavior → events**

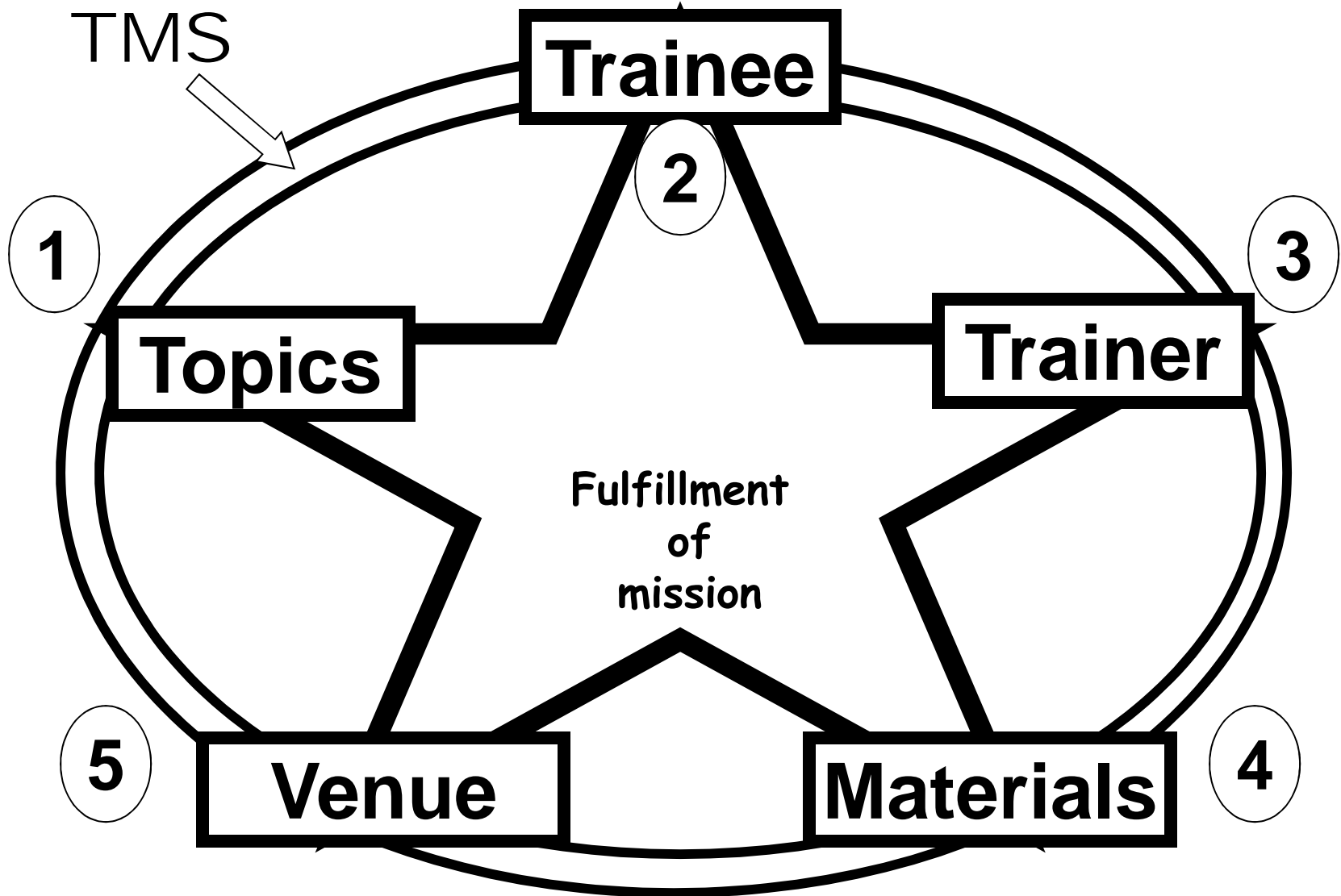
- **Laws of ST**
- **Open Systems**
- **Palliative Solutions**
- **Applications: to enhance
memory, In Brainstorming**

Systemic Actions Lead to Total Quality



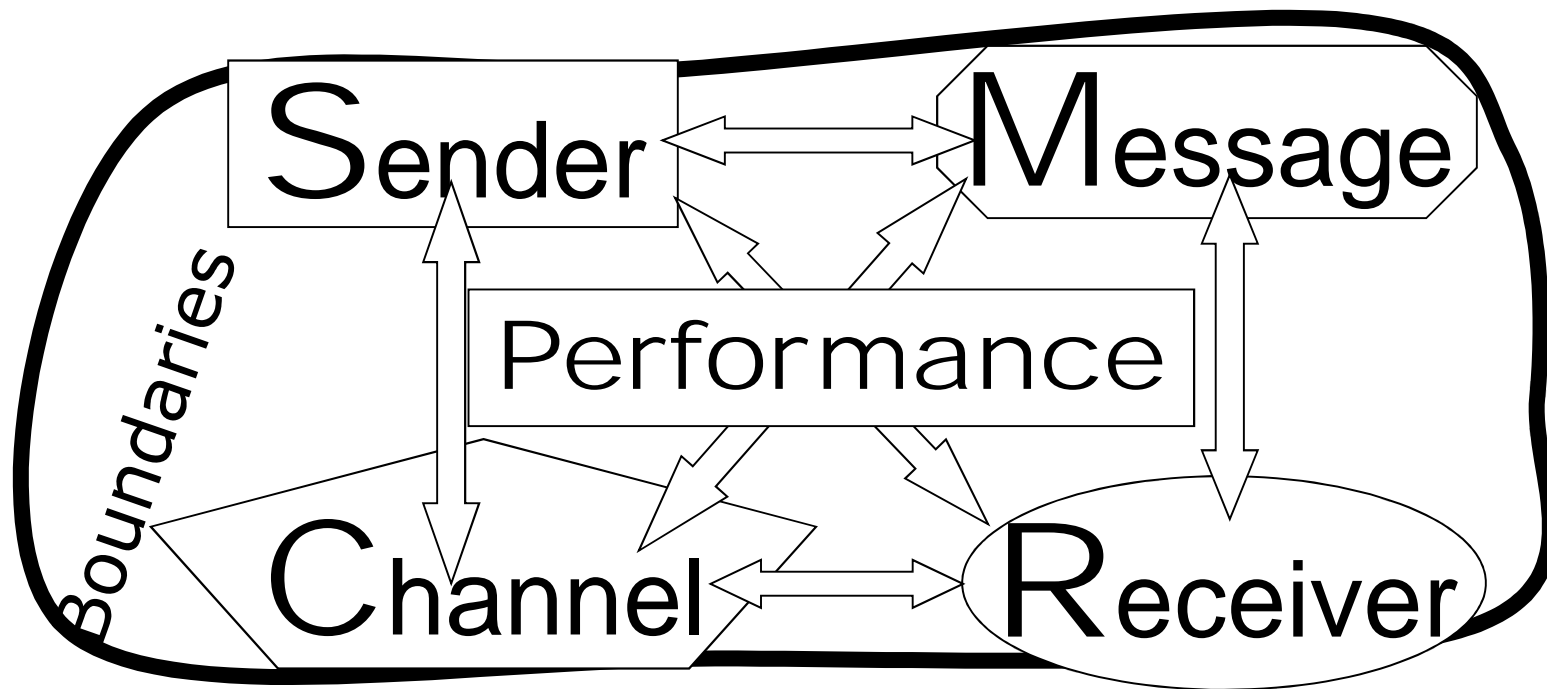


Systemic View of Training System



Other Models for Enhancing Mental/Thinking Activities

The Communication System



Objective, Size, V-Aids,
Environment, Time, Duration, Venue

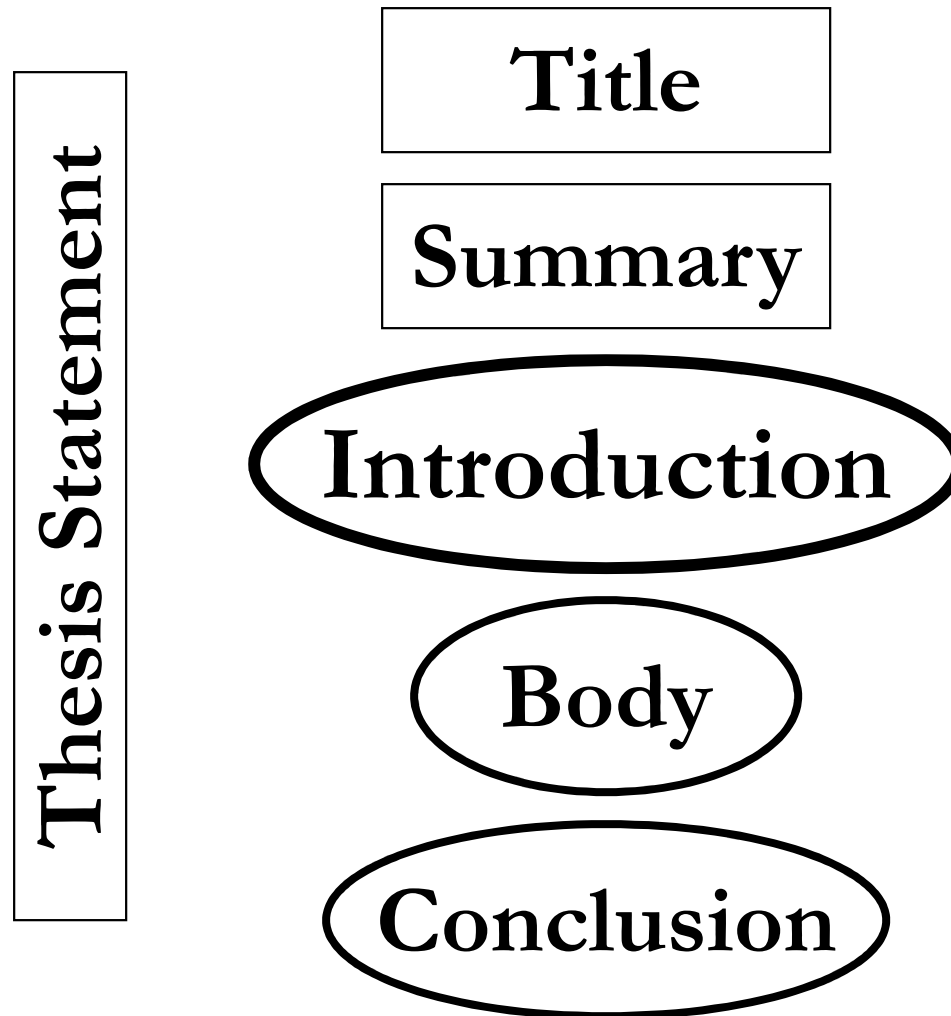
Conventional Management

- **Planning**
- **Organizing**
- **Staffing**
- **Directing**
- **Controlling**

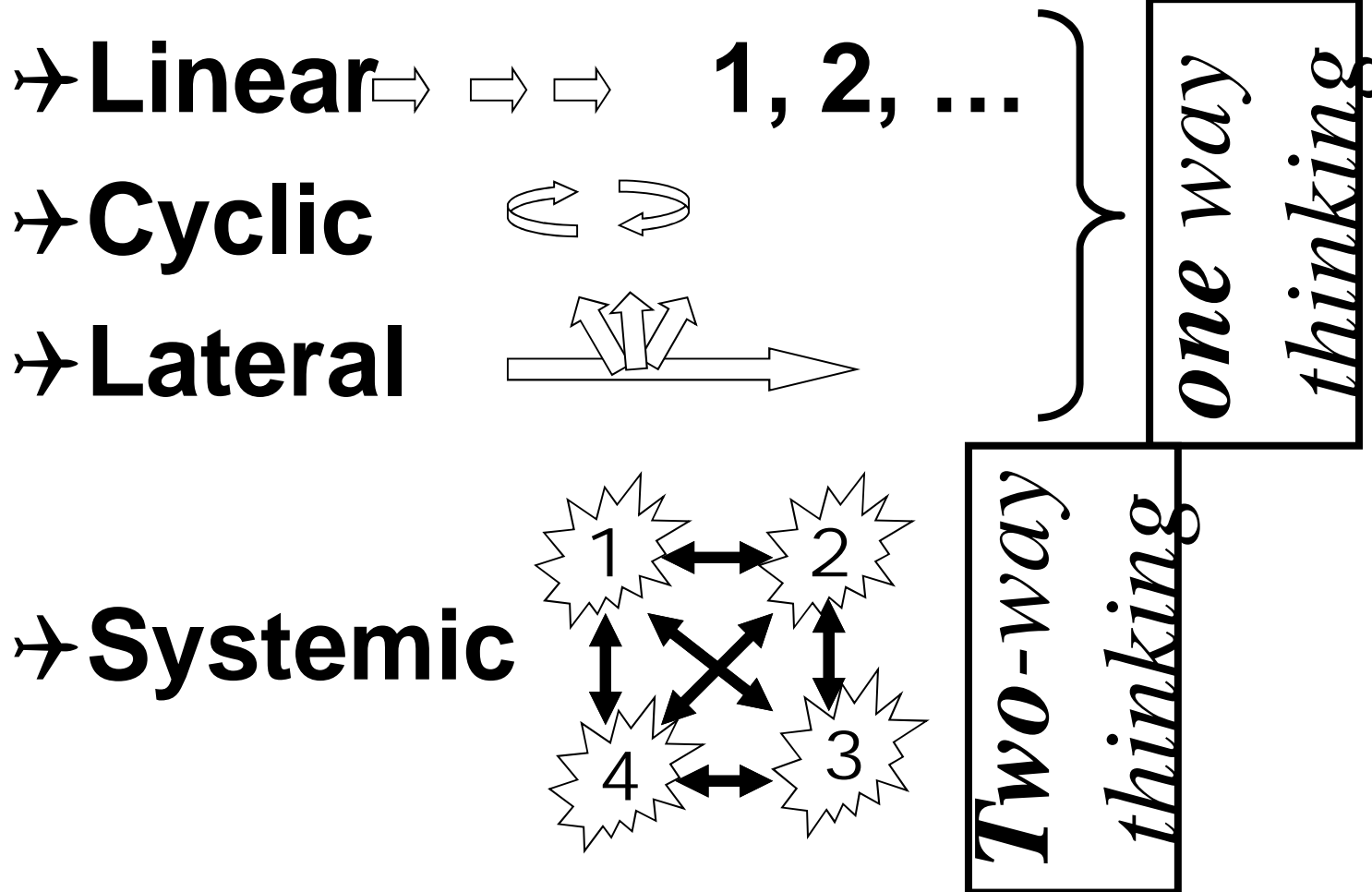
Steps in Planning

- 1. Being aware of problem**
- 2. Establishing objectives**
- 3. Premising: expecting environment of operation**
- 4. Determining alternative Courses**
- 5. Selecting the right course**
- 6. Defining derivative plans**
- 7. Numberizing plans**

The Communication Model



Ways of Thinking



**TS is a short general
statement:**

Topic + Comment.

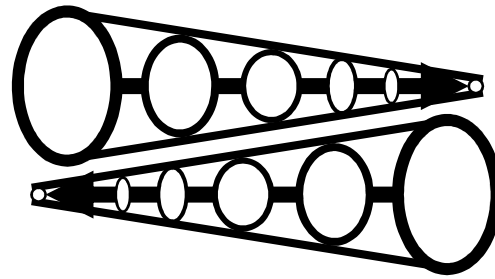
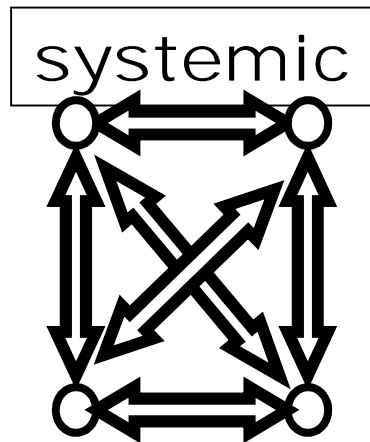


Smoking is dangerous.

Twenty-Four (24) Ways To Begin

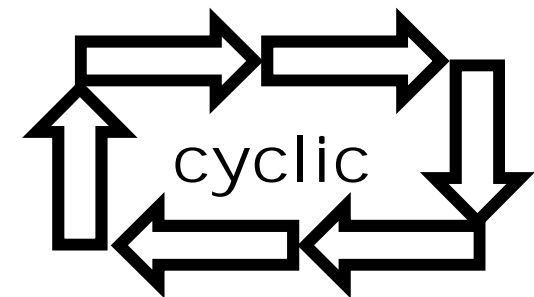
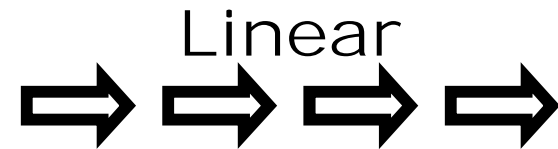
Action/Process	Question
Advice	Quotation
Background	Refute-an-argument
Call for action	Statement of scope
Command/Request	Specific details
Comparison/Contrast	Statement of a fact
Definition/Classification	An important point
Early theory/technique	Plan of development
Forecast and hypothesis	Statement of purpose
Illustration/exemplification	Statement of the problem
Listing	Summary
Point of view	Combination

Ways To Develop TS

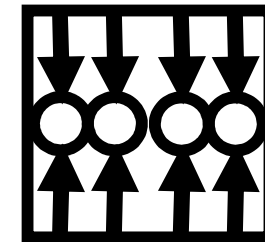


General-to-specific
Specific-to-general

- Chronological, process
- Listing, cause-to-effect
- Definition, exemplification
- Comparison-contrast
- Mixture of these



Convergent



What about ways-to-begin?

Effective Arguments

Argument of Fact

Air in Greater Cairo has become very polluted.

1. Sub argument of definition

Air become polluted when it has more than ..., and

These proportions are defined by

2. Sub argument of existence

Air in Greater Cairo has exceeded these limits.,

3. Sub argument of quality

If there are no measures to stop the process, the situation shall become dangerous for

Effective Arguments

Argument of Policy

*Air in Greater Cairo has reached serious proportions.
Authorities must react before the situation becomes dreadful.*

1, 2, 3 Sub argument of fact +

4. Sub argument of goodness

**A cleaner Greater Cairo should enhance
Egypt's image ...**

+

5. Sub argument of usefulness

**Those who initiate such a commendable
process shall be praised fore ever.**

■ Next file: 05-Outlining & Organizing.pptx