

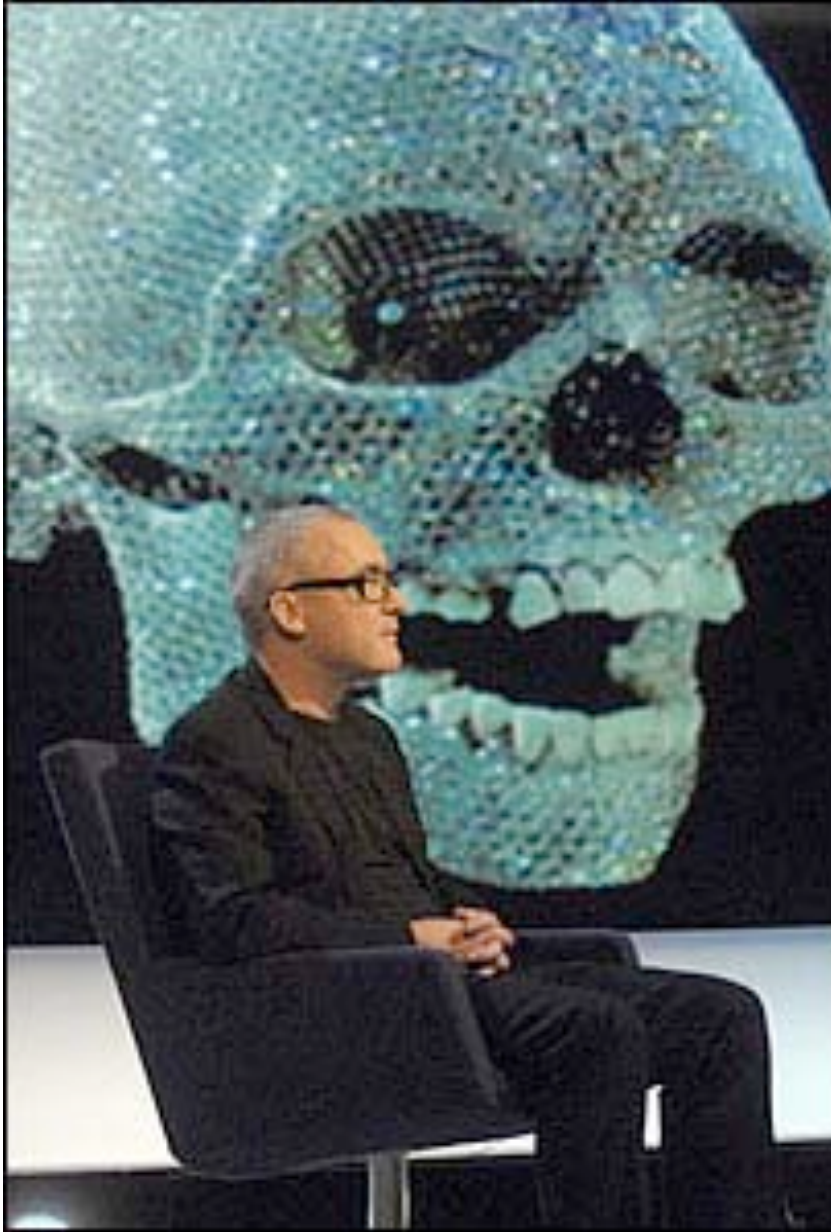
Simon Middleton
Company consultants



the purposer

Inspiring organisations through authentic purpose

Creative thinking and
how to avoid it



“Imagination is more important
than knowledge”

Albert Einstein

Patterns keep us sane



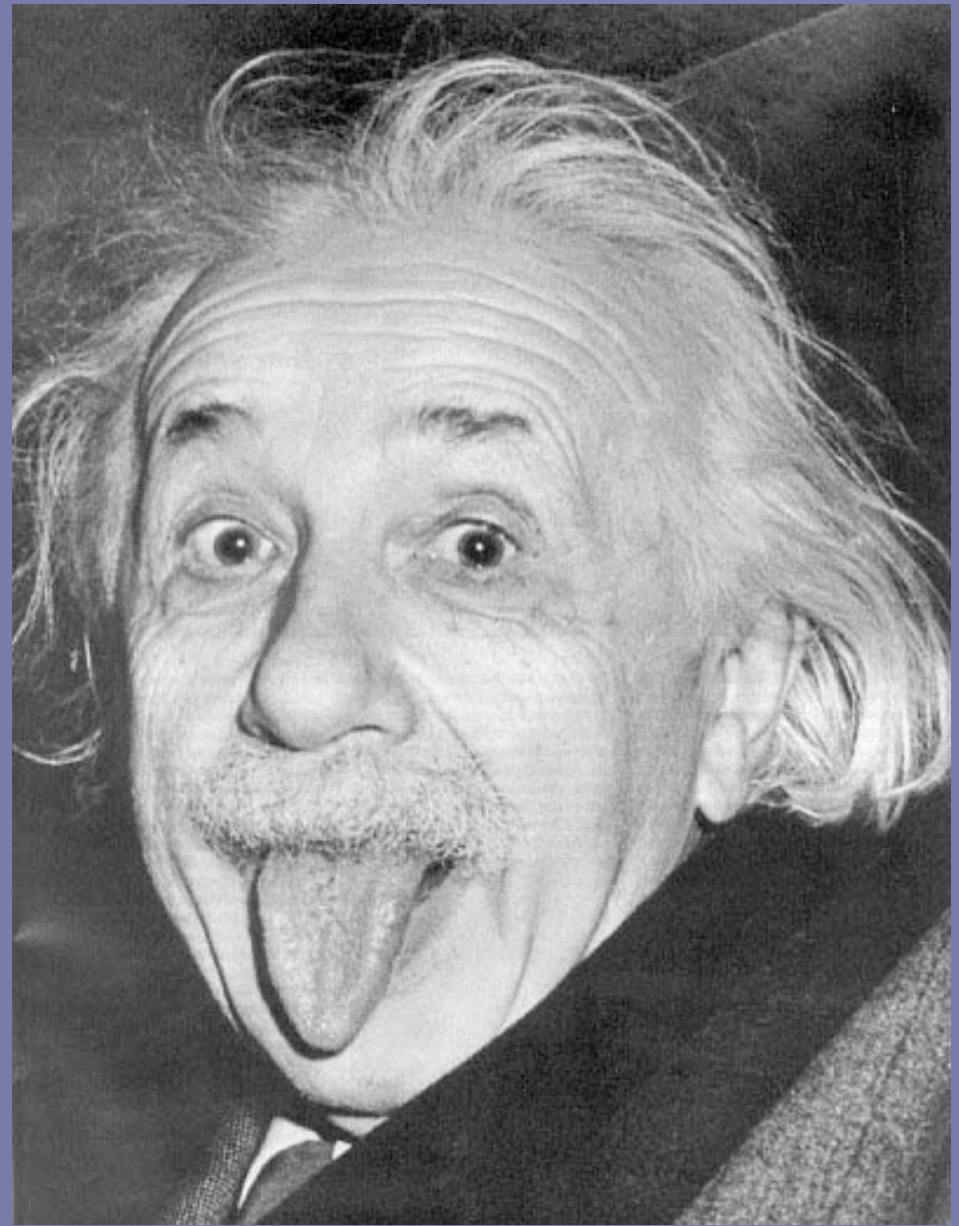
But they can trap us too



the most
damaging
words
in any
organisation?

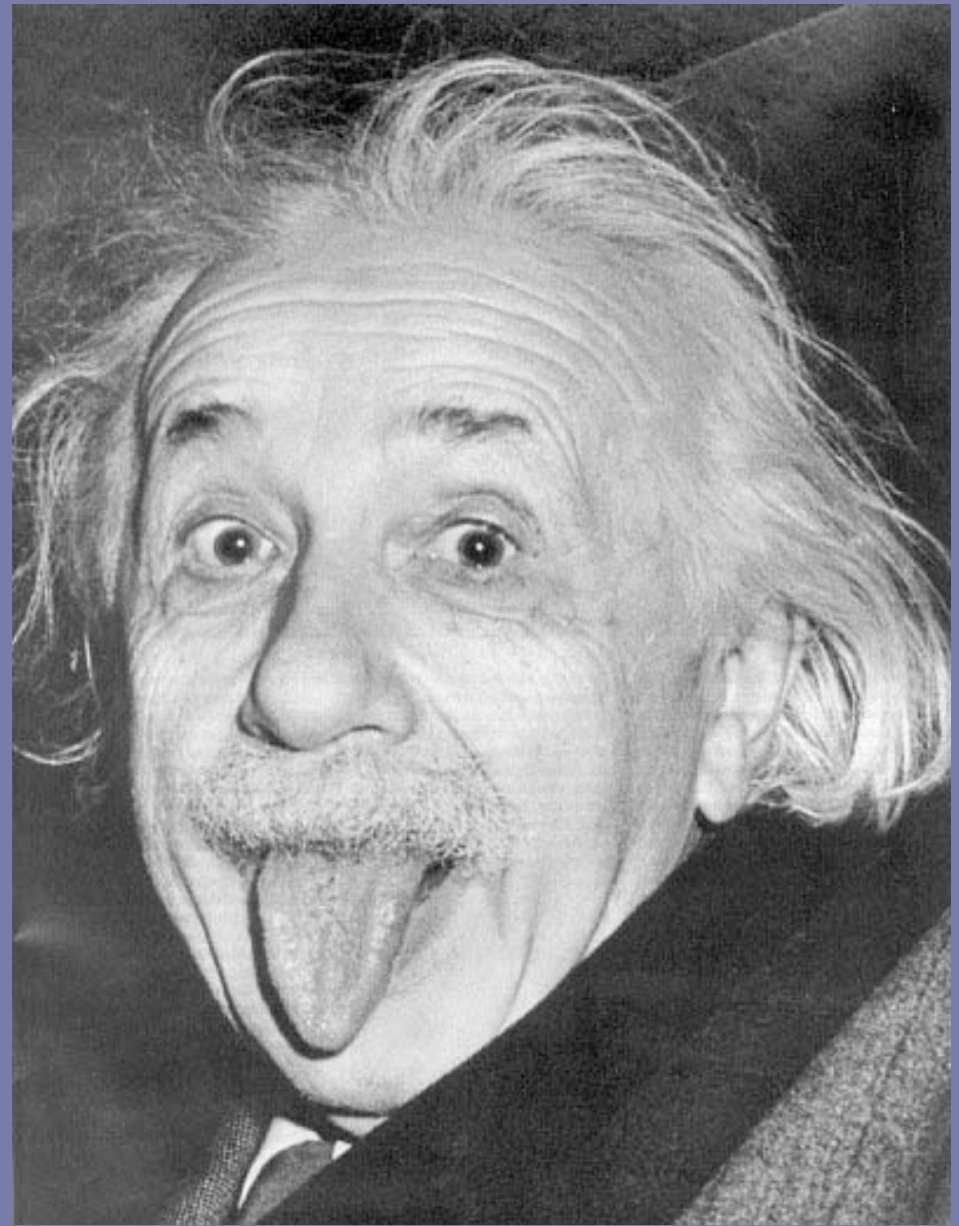
If it
ain't broke
don't try
to fix it

To be creative...

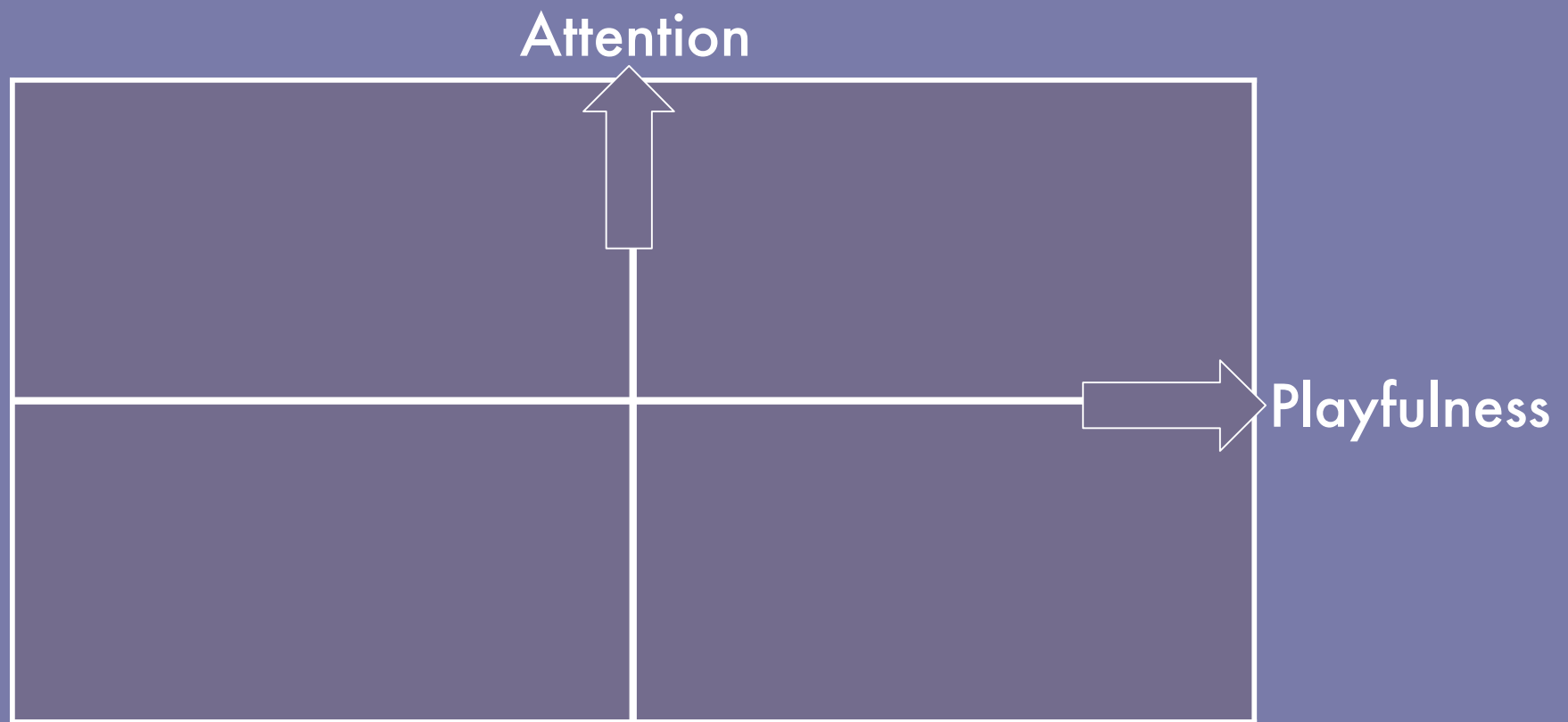


You don't have to
be especially clever

But you do have to
pay attention and
be prepared to be
playful



The magic combination



Bottom right quarter

High Playfulness



Low Attention

Bottom left quarter

Low Playfulness



Low Attention

Top left quarter

High Attention



Low Playfulness

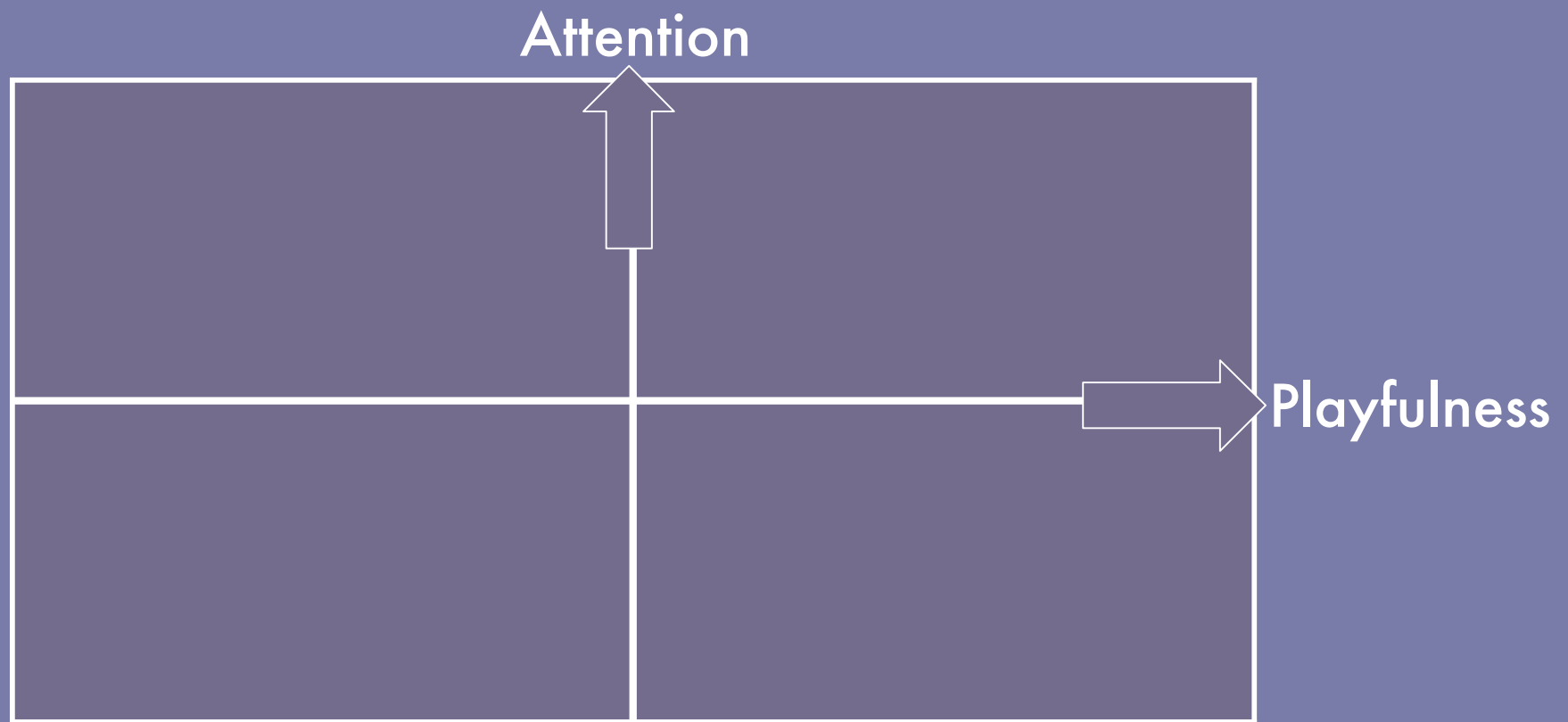
Top right quarter !!!

High Attention



High Playfulness

The magic combination



Two sides of our brain

Two sides of our brain



Two sides of our brain

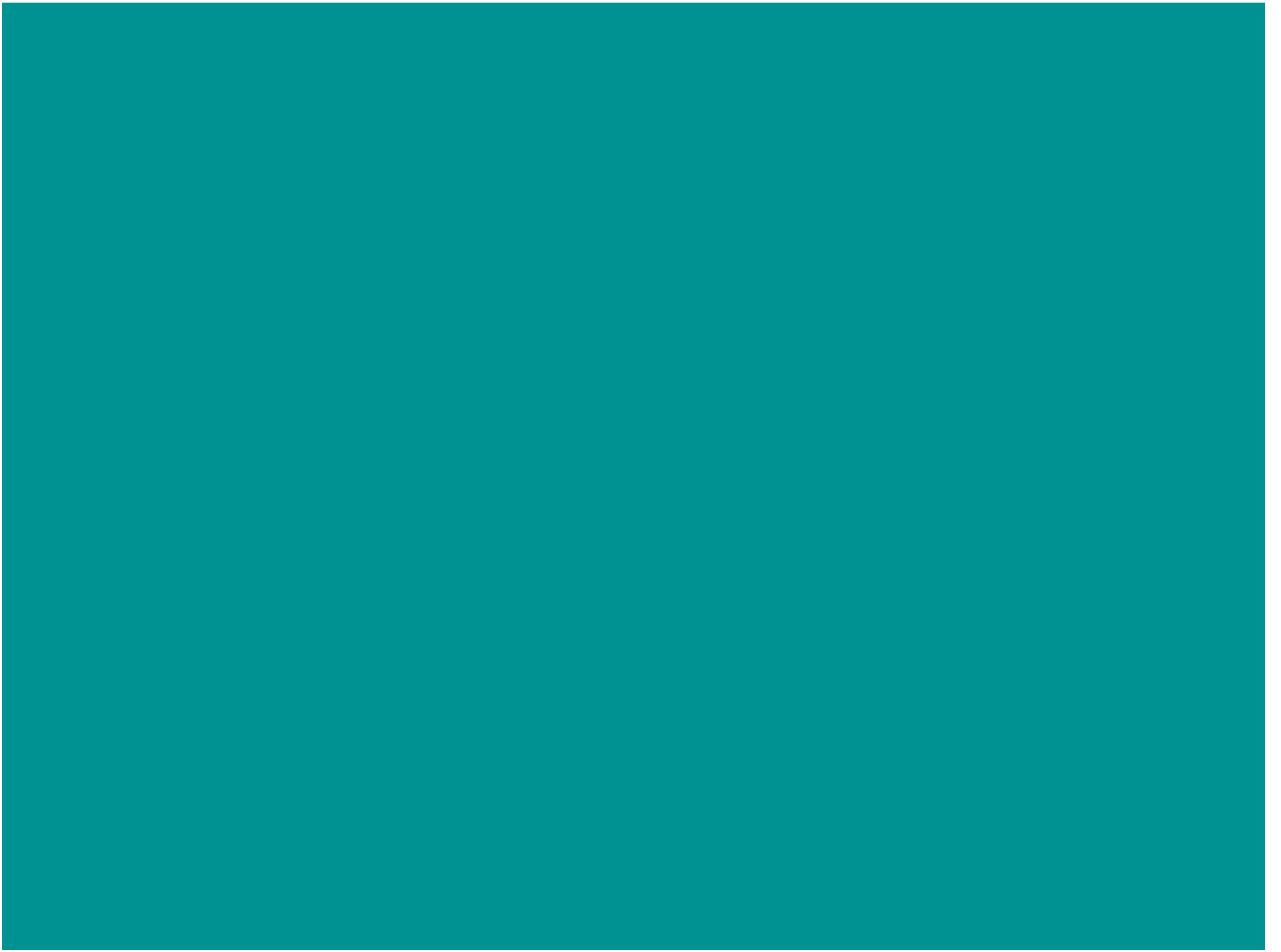


We need them both..
and to stimulate both sides



Left brain first





Here's our challenge...

"Build a better bicycle."

Usual response...

*“Too big. Too vague.
Where do I start?”*

[illegible]

...and now some rocket science



Fritz Zwicky,
astrophysicist

Father of jet and rocket
propulsion

Creator of
Morphological Analysis

Deals with 'messy' &
'wicked' problems

...and now some rocket science

A morphological box has columns with attributes

[illegible]

...and now some rocket science

And rows with variables

[illegible]

where

style

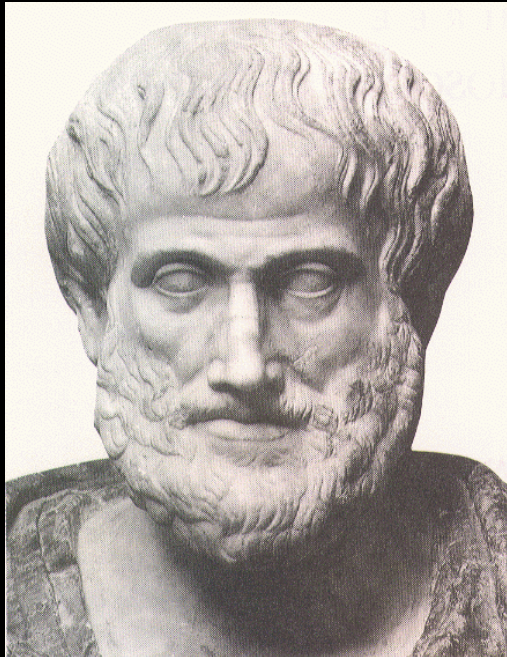
model

custom

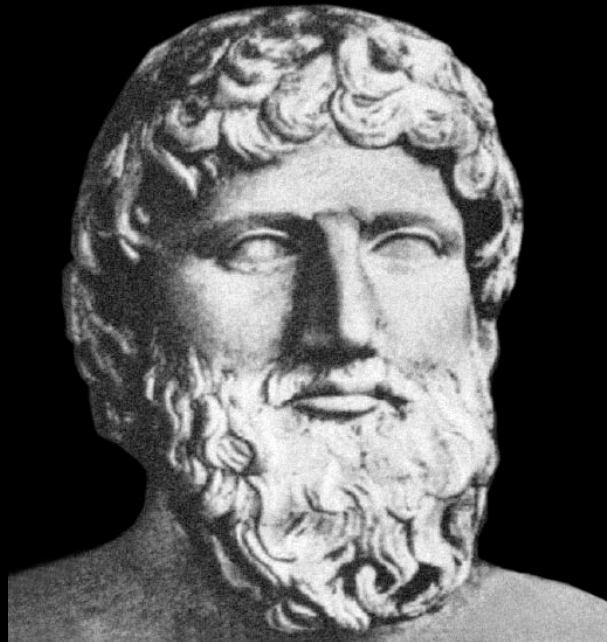
[illegible]

Time for some
right brain
intuition

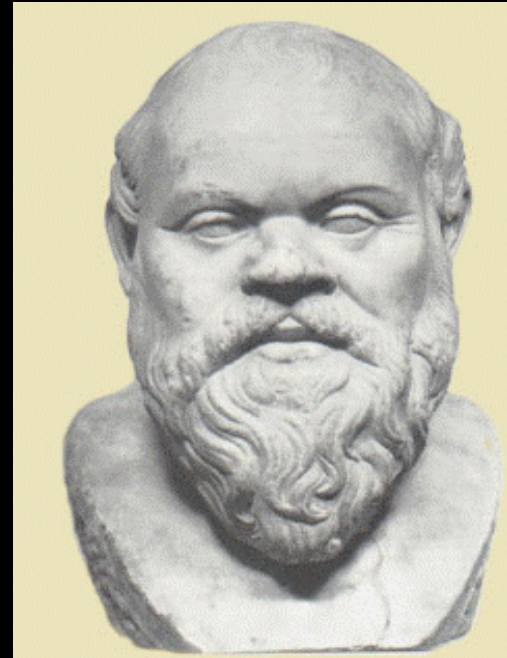
The Gang of Three (DeBono)



Aristotle



Plato



Socrates

Right v. Wrong
Yes v. No

True v. False
Good v. Bad



But De Bono says there is
another way

PO

PO

is an idea which:

is neither:

is a: P

O

is deliberately:

Reverse PO

- Let's say we want to open a restaurant
- What's the one thing that all restaurants have in common?

Reverse PO

All restaurants serve food

Reverse PO

All restaurants serve food

PO

**Our restaurant
won't serve food**



Tremont Blackman

**Let's have a challenge from
someone...**

**Now let's try some solutions
with a few random word
prompts...**

umbrella

cowboy

mountain lake

street

airport

Brian Eno's Oblique Strategies



Not answers but
questions

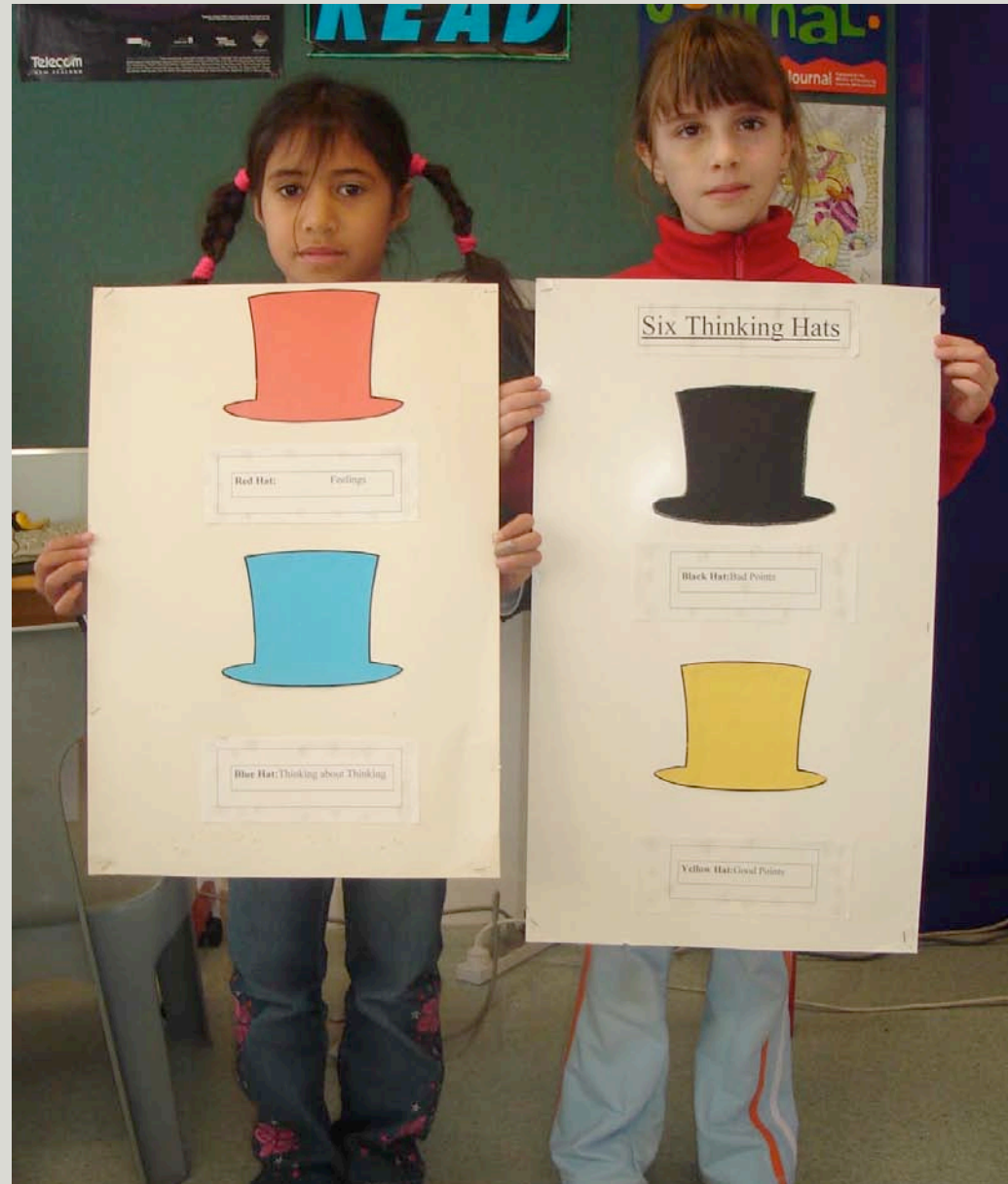
Not proverbs
but provocations

Let's try a few.....

Think of a challenge you are facing and
scribble it down

Use Eno's enigmas to prompt a solution

six thinking hats



six thinking hats

Blue

White

Red

Black

Yellow

Green

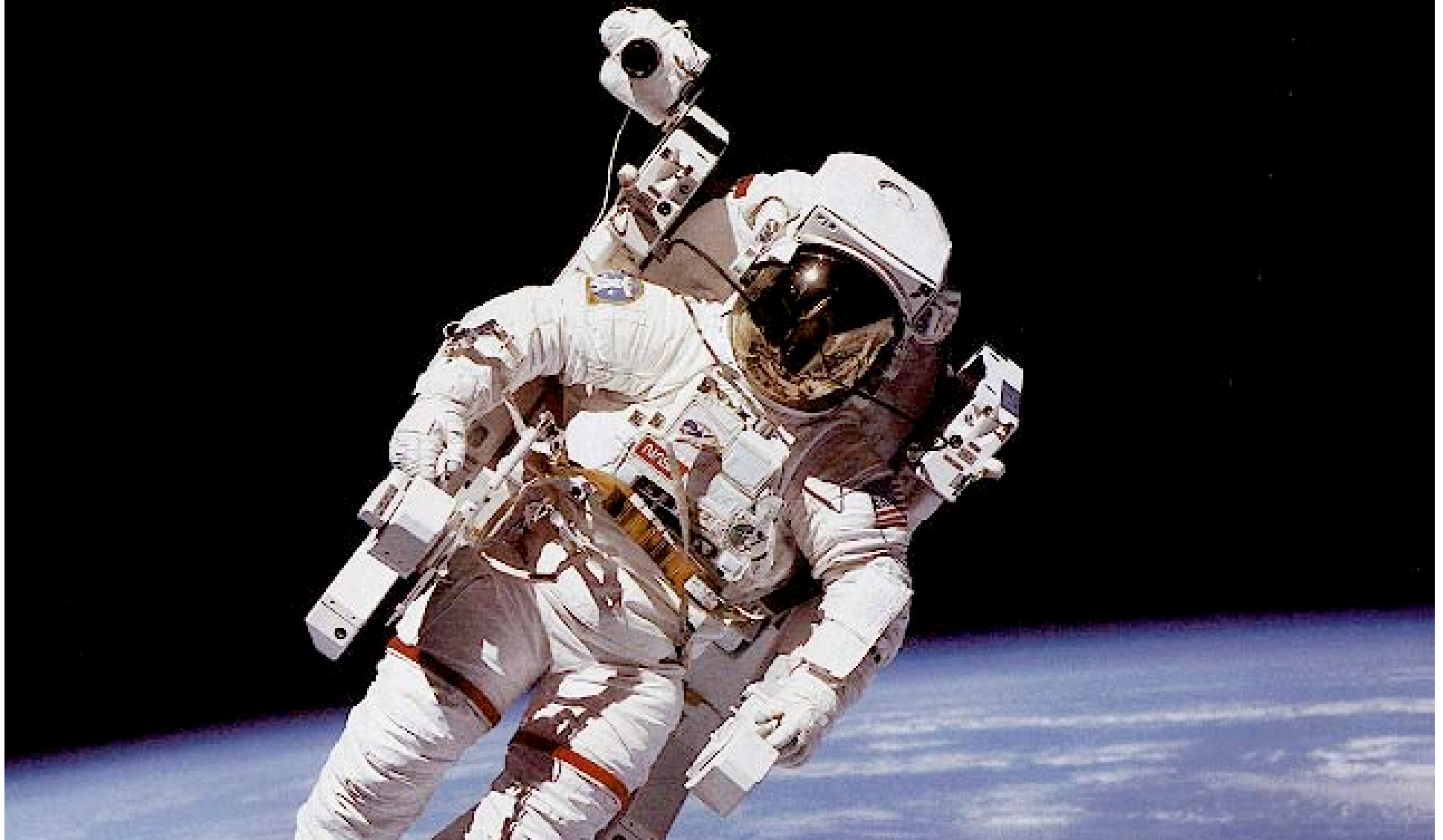
Blue



**"If you're
going to
fail, then
fail fast"**

Four roles of creative thinking and innovation

Explorer





Artist



Judge



Warrior

- use your holistic right brain
- be playful and attentive
- carve up your big problems
- bang yourself on the ear
- evaluate • fail fast
- play the roles

“The question isn’t whether
your theory is crazy... but
whether it is crazy enough to
be true.”

Niels Bohr

Thank you.

Simon Middleton Company consultants

www.simonmiddleton.com