

Divergent Thinking

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Say the colour not the word...

YELLOW BLUE ORANGE
BLACK RED GREEN
PURPLE YELLOW RED
ORANGE GREEN BLACK
BLUE RED PURPLE
GREEN BLUE ORANGE

Your right brain tries to say the colour,
your left brain tries to read the word.

[Take test](#)



English العربية Español Français 日本語 Português Italiano 中文 Deutsch Imprint Privacy Policy

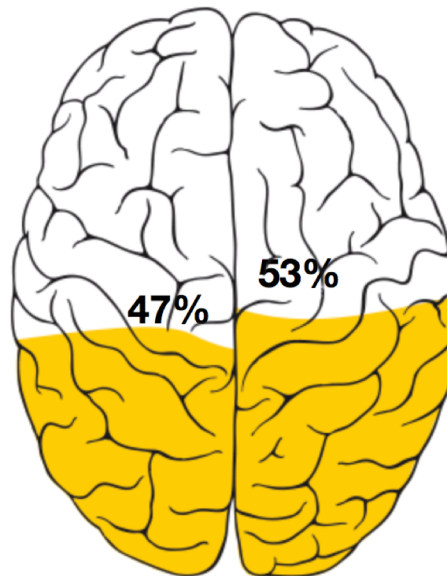
Like 180K



SOMMER  SOMMER

Congratulations
You use your brain equally.

rules
language
strategy
rationality
logic
details



images
chaos
creativity
fantasy
intuition
curiosity

LEFT SIDE BRAIN

RIGHT SIDE BRAIN



Left hemisphere

Convergent Thinking

- Rational, objective, analytical, logic
- Verbal
- Judgement, Decisions
- Testing & Evaluating
- Single right answer
- Thinks linear, converging

Right hemisphere

Divergent Thinking

- Imagination, memory, emotion, intuition, curiosity
- Visual
- Defer judgement, No criticism
- Generating new possibilities
- Many right answers
- Thinks laterally diverging

Workstations

5 mins

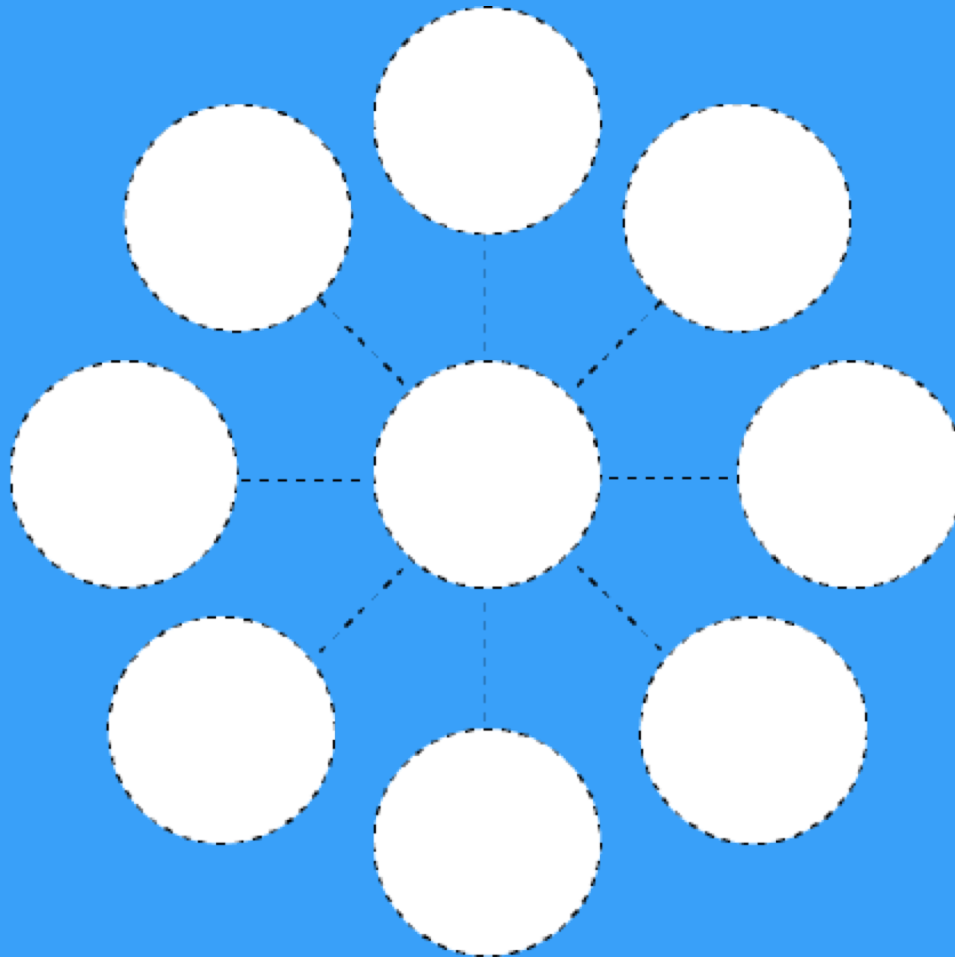
pen & paper

NO INTERNET!

Visualise your best idea

- Marker pens & layout pads

Group – mindmapping



Brainteasers

- Select ONE envelope

*Work as a team, discuss and work through the possibilities, all must agree solution**

**ask for tips*

Devilish Dilemmas

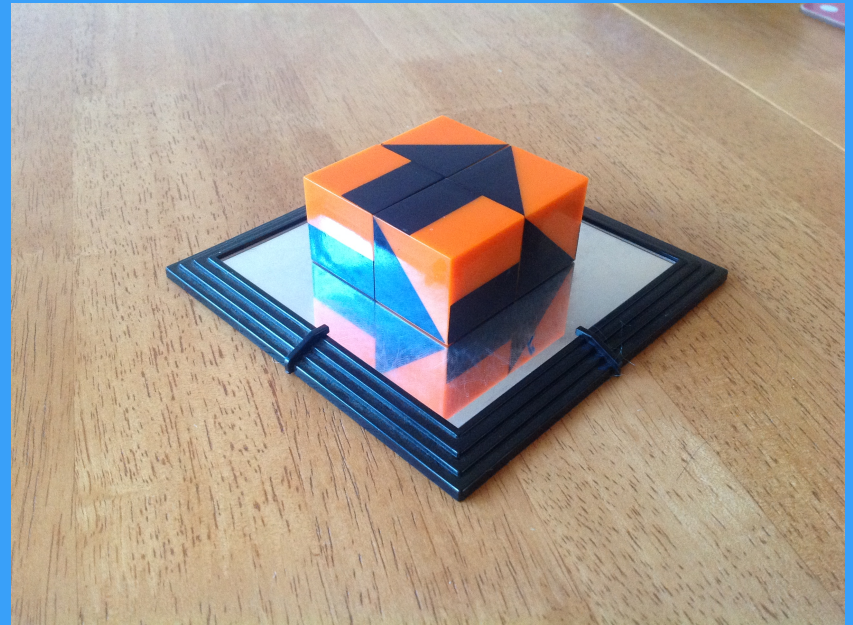
- Select a card

*Discuss as a team, **all must agree by consensus** to ONE answer*

Once all are agreed can move on to next card

Puzzle challenges

- Start with lock puzzle
- Arrow puzzle
- Cube puzzle

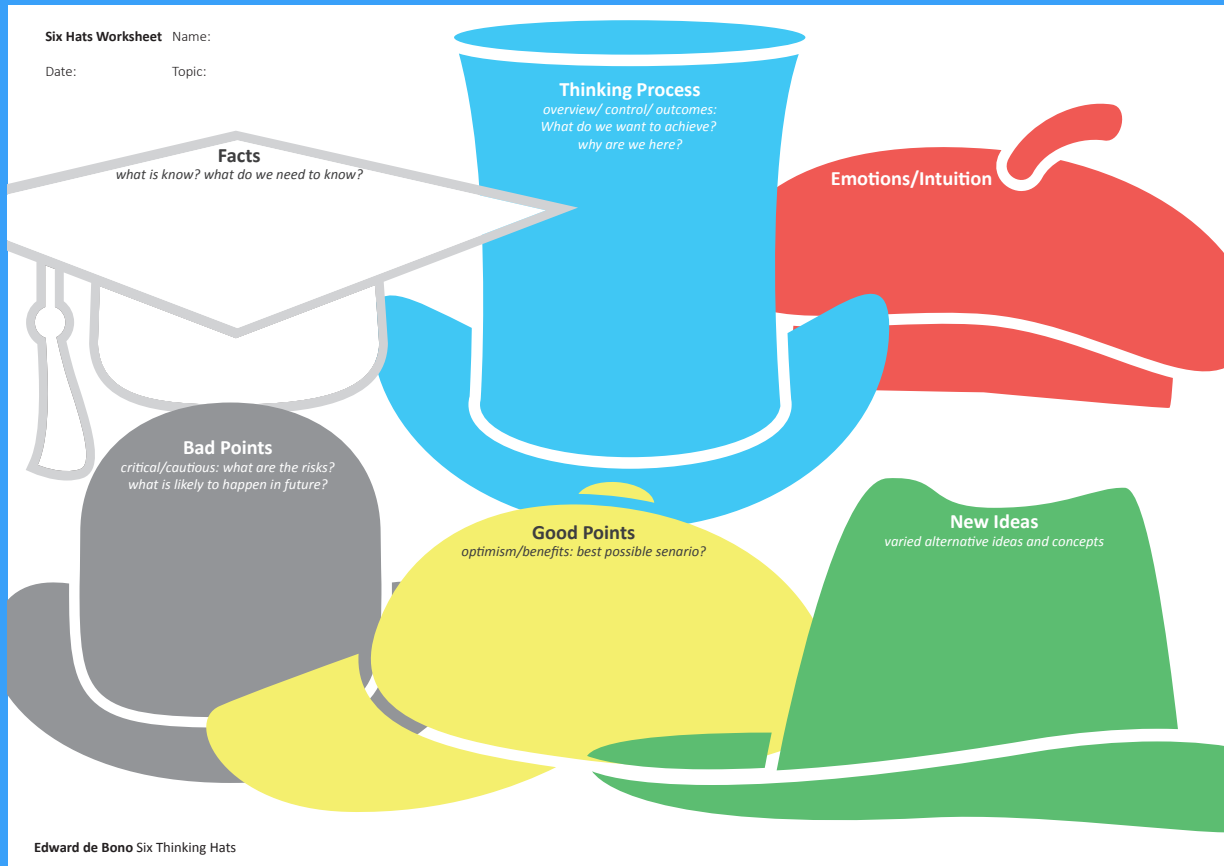


Work individually

Alternative Uses task

- Think of as many alternative uses for object given to you.
 - Fluency
 - how many uses you can come up with?
 - Originality
 - how uncommon those uses are?
 - Flexibility
 - how many areas your answers cover?
 - Elaboration
 - level of detail in responses?

Six Hats: Focus on topic / problem / best solution



NO INTERNET!

More Creative Techniques

- Change media, try new technology
- Combine ideas
- Scamper
- Six hats (de Bono)
- Freewriting: 5 mins review, 2mins review
- Alternate Uses task, many and as original
- Mindmapping ideas, post it notes group
- Suppress criticism,
- Be provocative, take risks
- Challenge ideas
- Set target number of ideas
- Meditate, be bored, stroll about, reminisce, good for creativity

SCAMPER

S

Substitute



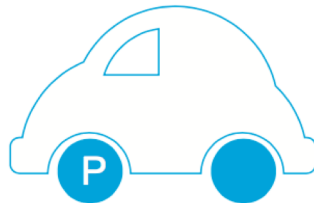
Combine



Adapt



Modify/Minimise/Maximise



Put to other uses



Eliminate

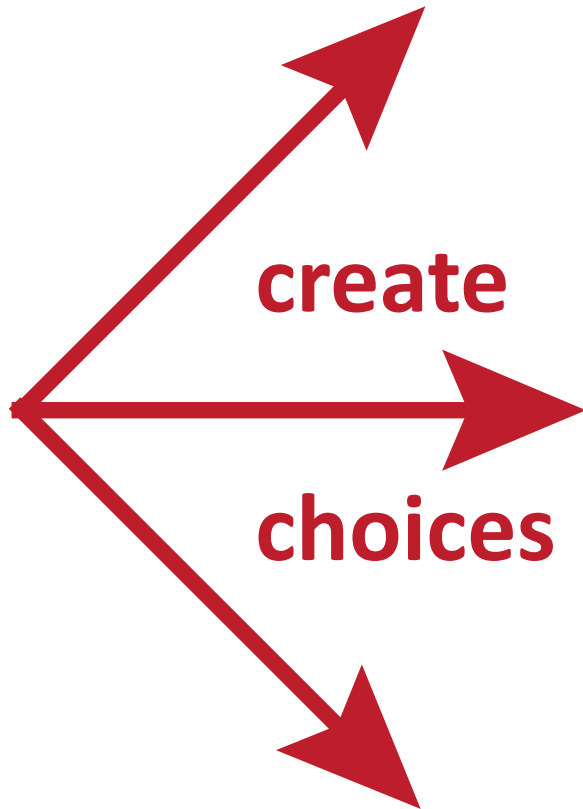


Reverse



Convergent Thinking

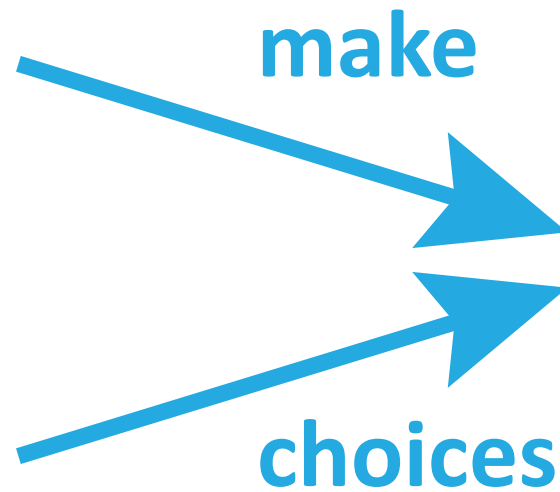
DIVERGE



create

choices

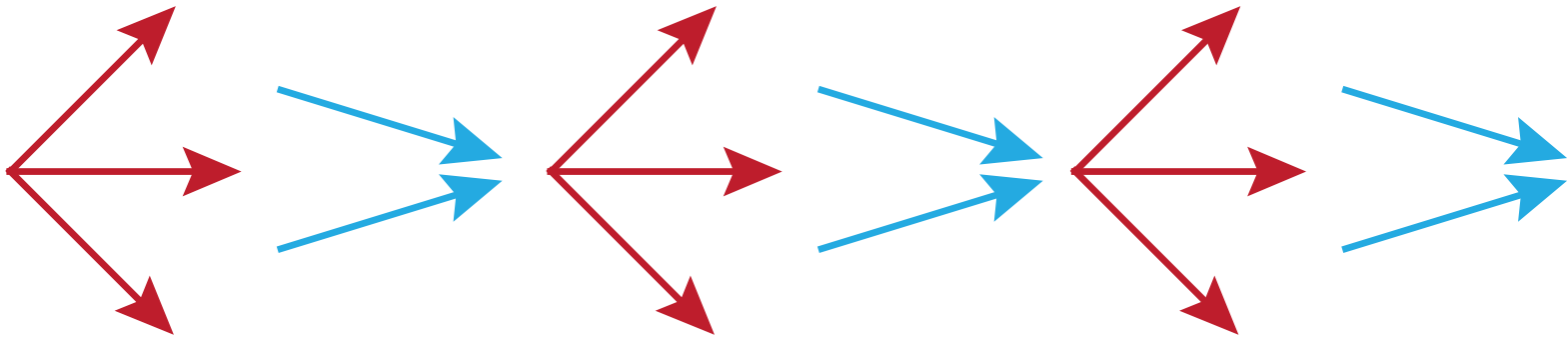
CONVERGE



make

choices

Best approach is a process of divergent and convergent thinking...



“All children are artists.
The problem is how to remain an
artist once you grow up”

Pablo Picasso