

CREATIVITY - THE MOST IMPORTANT HUMAN RESOURCE OF ALL

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Humour is by far the most significant activity of
the human brain.

(Edward de Bono)

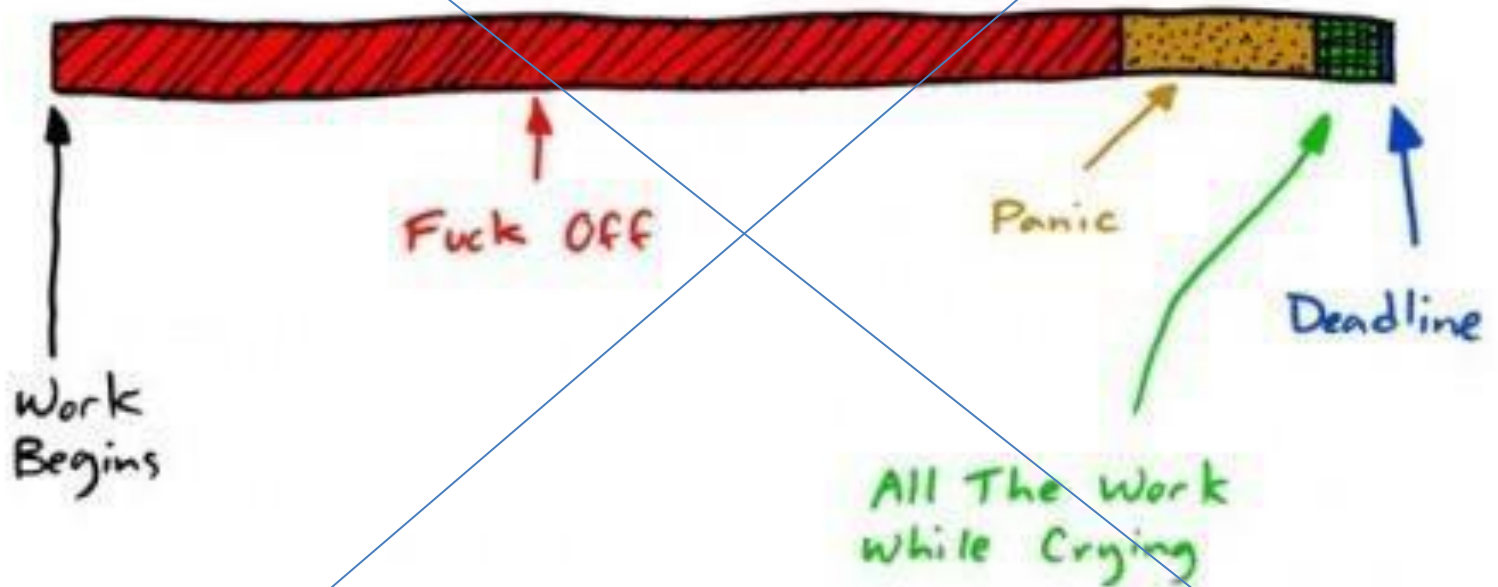
izquotes.com



Change your position. Sit with a person, that you shared a joke with.

- Planeta singli
- Fidgety Bram
- Alphabet

THE CREATIVE PROCESS



The Creative Process

1. What exactly are we going to think about? **FOCUS**
2. With what purpose? **AGO**
3. What is the input? **CAF + OPV**
4. What alternatives can we think of? **APC + CoRT 4**
(lateral thinking tools)
5. Which ideas are best? **FIP**
6. Evaluation of ideas. **PMI, C&S**
7. Action!

RECAPITULATION – SO FAR

1. **AGO (Aims, Goals, Objectives)**

- What is the goal of your project that you are thinking about?
- What do you want to achieve with it?
- What end results do you want?

2. **CAF (Consider All Factors)**

- Which factors do you have to consider when you think of/plan/implement your challenge?
- What have you forgotten? Left out? Took as granted?

3. **OPV (Other People's View)**

- Who is involved in the situation?
- How do they feel?
- What are they thinking?

4. **APC (Alternatives, Possibilities, Choices)**

- What alternatives do you have?
- What are your options?
- How could you do things differently?

PLAN

APC (Alternatives, Possibilities, Choices)

- What alternatives do you have?
- What are your options?
- How could you do things differently?

Lateral Thinking Tools (CoRT 4)

5. FIP (First Important Priorities)

6. C&S (Consequences and Sequel)

7. PMI (Plus, Minus, Interesting)

Creativity



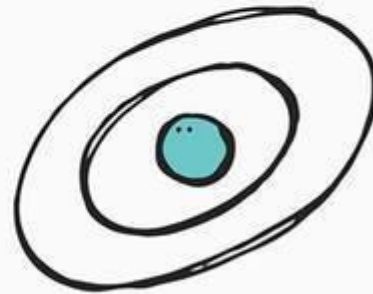
- **Positive:** Every idea is valuable. All ideas should be recorded.
- **Prolific:** The more ideas, the better. Build on ideas of others.
- **Playful:** It is much easier to tame a wild idea than to make a boring idea interesting.

For many fresh ideas and insights.

1 P = Positive

THINK LIKE
A PROTON.

ALWAYS
POSITIVE.



Train to be Positive: **‘Yes, and...’ exercise**

Let's imagine the person on the left in your group is:

1. A top model
 2. A celebrity chef
 3. A pope
 4. The fastest person in the world (Usain Bolt)
 5. A famous scientist that cloned embryo
 6. A CEO of a tobacco company
 7. A computer hacker, arrested because of putting a camera in bedrooms of all the politicians
- You are a nosy journalist asking him/her closed type questions: **“Is it true, that ... ?”**
 - The person replies: **“Yes, and ...”**

2 P = Prolific



Train to be Prolific:

Divergent/Convergent exercise

The person on the left ask a convergent question: „ $2 + 3 = ?$ “

The person in the middle replies: „5.“

The person on the right asks divergent questions (as watching the photo album together): „Who is that girl over there?“

The person in the middle describes: „This girl used to be our neighbor. We didn't get along very well, because she was ...“

The person on the left continue: + 4?

The person in the middle replies: 9.

The person on the right continue: „Who's house is that?“

And so on. 7 minutes.

3 P = Playful

A mind is
like a parachute.
It doesn't work
if it is not open.



AwesomeQuotes4Eva

Train to be Playful

What are all the playful ways that you would use...

...ice-cream?

In pairs. 3 minutes



Lateral thinking,
1, 2
(3 random input))

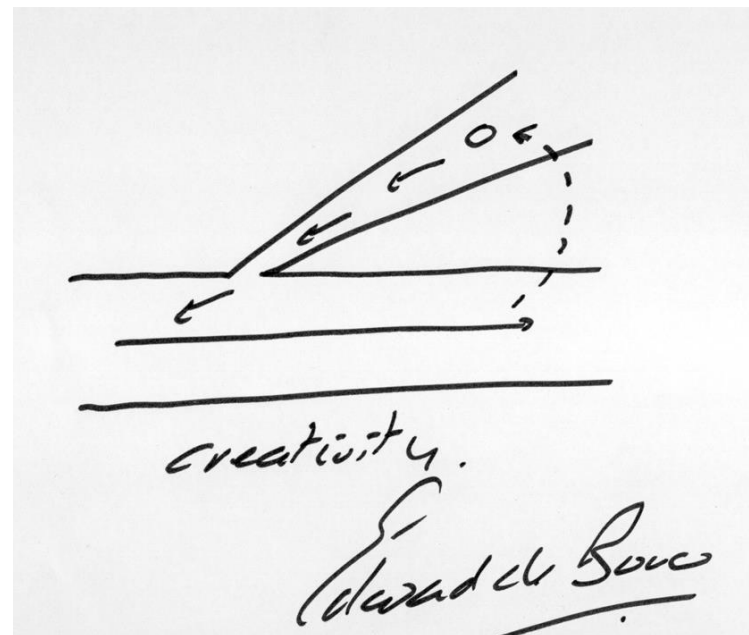


LATERAL THINKING

Lateral thinking

is solving problems through an indirect and creative approach, using reasoning that is not immediately obvious and involving ideas that may not be obtainable by using only traditional step-by-step logic.

The term was coined in 1967 by [Edward de Bono](#).





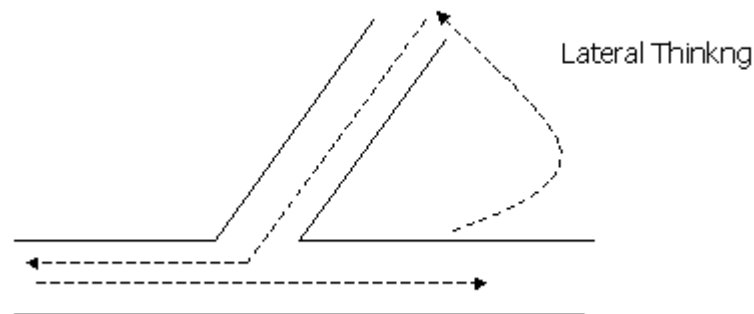
LATERAL THINKING

Vertical thinker:

„I know what I am looking for.“

Lateral thinker:

„I am looking for something, but I don't know what until I'll find it.“





LATERAL THINKING \neq LOGICAL THINKING

Quiz of the Day

► $6 + 3 = 39$

► $9 + 4 = 513$

► $18 + 16 = 234$

► $6 + 5 = ?$



LATERAL THINKING \neq LOGICAL THINKING

Reply if you're Genius

If

$$2 + 3 = 13$$

$$3 + 4 = 25$$

$$4 + 5 = 41$$

Then

$$5 + 6 = ?$$

61

Explanation:

$$2(2 \times 3) + 1 = 13$$

$$2(3 \times 4) + 1 = 25$$

$$2(4 \times 5) + 1 = 41$$

Therefore,

$$2(5 \times 6) + 1 = 61$$



LATERAL THINKING \neq LOGICAL THINKING

What's the next number in the pattern?

1

11

21

1211

111221

312211

13112221

?



LATERAL THINKING \neq LOGICAL THINKING

$$8808 = 7$$

$$7111 = 0$$

$$2172 = 0$$

$$6666 = 4$$

$$1111 = 0$$

$$3213 = 0$$

$$7662 = 2$$

$$0000 = 4$$

$$2222 = 0$$

$$3333 = 0$$

$$5555 = 0$$

$$8193 = 3$$

$$8096 = 5$$

$$1012 = 1$$

$$7777 = 0$$

$$9999 = 4$$

$$7756 = 1$$

$$9881 = 5$$

$$5531 = 0$$

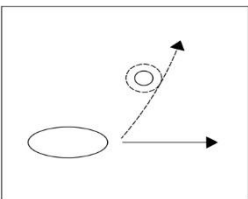
$$2581 = \underline{\hspace{2cm}}$$



Random Input

Read page no. 47

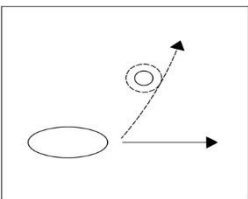
Film



CoRT 4 – Random Input

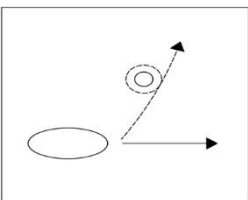
We need a new way to break from that ‘circle’ of old thought, a new stimulus that will show us another ‘path’.

Doing that means using a technique that is random, unconnected to our experiences and inevitably, judgment.



CoRT 4 – Random Input

You cannot get new ideas by looking harder at the old ones,
so you **bring in something** which is random or unconnected with the situation.



CoRT 4 – Random Input: Exercise

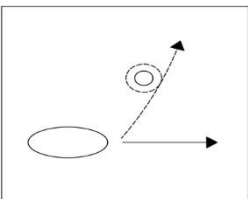
You are trying to invent a new detective character called James Cooper. In order to get some new ideas, you use a random input and say:

“James Cooper PO ice cream”.



CoRT 4 – Random Input: Suggestions

- He ought to have a youngster to help him (youngsters like ice cream) or perhaps he could be a youngster
- He is very fat person (eating too much).
- Perhaps the detective could operate on ice cream stand.
- The detective might be an ice hockey player.
- The detective might be very perceptive (different ice cream flavor).
- The detective might be very soft hearted (ice cream melts).
- He might divide the case into little portions and tackle one of these in turn.
- He might appear to be messy and stupid but underneath he is actually very bright.
- His nickname might be Jimmie.



CoRT 4 – Random Input

Double operation:

- What can I use as a random input?
- What is triggered by the random input?

Random Input – How to get it?



Give me any number 1 – 12

Random nouns:

1. pig

2. eyes

3. magic

4. bushes

5. offer

6. measure

7. detail

8. look

9. lunchroom

10. basket

11. payment

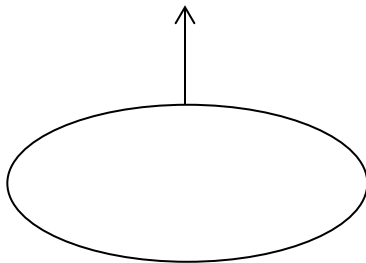
12. pollution

Random Input

Each on your own.
30 sec.

*New ideas for
the restaurant*

The Challenge



*Random
Word*



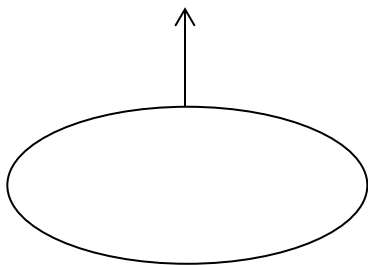


Random Input

Each no your own.
30 sec.

*New ideas on how
to award your
students for the
work well done*

The Challenge



*Random
Picture*

A large, empty rectangular box with a black border, positioned at the top right of the diagram.A large, empty rectangular box with a black border, positioned second from the top right of the diagram.A large, empty rectangular box with a black border, positioned third from the top right of the diagram.A large, empty rectangular box with a black border, positioned at the bottom right of the diagram.

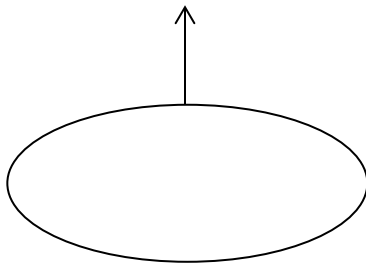


Random Input

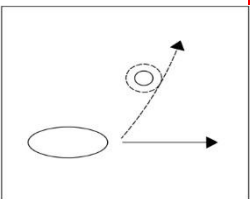
Each on your own.
30 sec.

*New ideas on how
to disseminate
new findings to my
colleagues*

The Challenge



*Random
Picture*



Random Input / your own challenge

Now get some fresh ideas about our own challenge.

- What can I use as a random input? -> I'll give you a picture.
- What is triggered by the random input? -> Your brain will work this out.

Write down. 1 minute. Each on your own.

Go to your poster

SHARE. REPORT ONE BY ONE.
WRITE DOWN ON A POSTER.
ADD.

Come back

Random Input - Application Guidelines

- Don't make too many jumps.
- Avoid connecting to what you already know or do.
- Extract more ideas from new concepts.
- Stick with it for a while.

When to Use

- You have a brand new situation and you need a starting point
- The same ideas keep coming up
- Ideas are needed fast (new products, services, etc.)

Lunch break. See you at 1.30. ☺



Poster presentation

Go to your colleague's poster.

Take a look of the others and add some more:

1->2, 2->3, 3->1



READ, ADD.
MOVE FORWARD.

Come back



Thank you!

The image features the words "Thank you!" in a highly decorative, hand-drawn style. The letters are thick and outlined in black. The word "Thank" is rendered in a mix of orange, yellow, and purple, with some letters having internal patterns like zig-zags or wavy lines. The word "you!" is in green, pink, and blue, also with internal patterns. There are several colorful flowers: a large pink one with a yellow center in the foreground, and several smaller blue ones. A small blue circle with a green center is at the bottom right. The background is a solid light blue.

THANK YOU...

...have a good thinking 😊

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