

Creativity Techniques



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Reversal

Help participants get out of the same rut of thinking. List the fixed attributes of your situation or challenge, then brainstorm if it did not have to be "that", what could it be?

SCAMPER

A tool created in 1953 by Alex Osborn, this technique is still valid to free your thinking. Each letter stands for a different way to generate ideas.

Bad to Best

Break free from judging ideas and inspire fresh creative thought through new associations and laughter. Spend time generating the worst ideas to solve your challenge, and then turn them into the best ideas to solve them.

Role Play

Take the point of view of someone famous or someone relevant to your issue (e.g. a world leader, a famous innovator, your manager, your competitor, etc.) Generate ideas about what they would do to solve your challenge.

Different Thinking Hats

An approach first created by Edward DeBono, get participants to play a different role in solving your challenge by donning a different hat - like an optimist or a pessimist, from a systems or functional perspective, etc.

Music

The presence of music can engage people's minds to think differently. It also sets the tone that "something is different here."



Incubation Time

People can benefit from time to solve a problem, especially introverts. Give participants the challenge in advance. Allow time during the session for people to reflect and generate ideas independently.



Set up a supportive Environment

Free Your Thinking



Vary Perspectives



Make Associations

Random Connections

When you look at a new object or image, capture what ideas it gives you for solving a challenge

Forced Connections

Make a connection to someone or something that has solved the same issue at its centre. Force associations with what that person or connection does well, and generate new ideas.



Give Guidelines



Provide Inspirational Stimulus



First Burst



Stick 'em up

Before the cup runs over... empty the cup! Give people an opportunity to share the ideas they arrived with so their minds can focus on new ideas with new stimulus during the session.

Defer judgment

You cannot generate ideas with one foot on the gas and the other on the break. People need to defer judgement when generating ideas. The time will come later in the process to judge.



Build on ideas

Want to have more ideas? Build on those of others in new and different ways.

Seek Wild Ideas

Laughter breeds better creative thinking. Stretch for crazy ideas early on to increase the overall creativity in your session.



Go for quantity

Incremental ideas are easy. Finding real innovation means stretching into the unknown. Exhaust the first burst of ideas you have and keep going!

Images

Help people make new connections in their minds by showing images (related and unrelated to your challenge) to help participants open their minds.



Explore

The penny will drop for your participants if they get out of the office and do something different. Before or during the session, have them explore the challenge as a field visit, desk research or interview related experts.

