

## **33 MORE WAYS TO HELP YOUR CREATIVE THINKING**

1. Look for the second "right answer"
2. *Play with words to get different answers*
3. For more ideas "soft think" first for germination then "hard think" for practicality
4. *Use metaphors to change perception*
5. Look for the metaphors that other people use
6. *Look for the metaphors you use so that you can escape them*
7. Play the revolutionary and challenge the rules
8. *And think it through before you act*
9. Look back and see if your ideas have become "mindset" - it's easy to fall in love with them
10. *If you do fall in love with an idea it's more difficult to find new alternatives*
11. Inspect your rules - and get rid of those that have served their purpose
12. *Be an artist and a judge and only apply the judgement when the artist has finished generating ideas. Remember "Premature evaluation can prevent conception"*
13. Ask "What-if" questions and listen to your answers!
14. *Cultivate your imagination. Have a "What-if" time everyday - Practice makes for productivity*
15. Encourage others to play what-if and build on the ideas generated
16. *Generate ambiguity, it opens up more possibilities*
17. Ask ambiguous questions if you want to encourage creativity in others
18. *Look for sources of ambiguity, seek confusion - find new clear fusion*
19. Write an ambiguous job description and find 3 different ways of looking at it
20. *If you make an error use it to find a new idea*
21. If you haven't made any errors ask yourself if you are sticking to the tried and trusted
22. *Build up your "risk muscle" - do something that you find uncomfortable once a day*
23. Remember there is no such thing as failure - only feedback - if something didn't work you can now find ways to fix it
24. *When you have a problem - play with it*
25. When you haven't got a problem - play anyway
26. *Make your work place fun*
27. Be a hunter - everywhere you go there are new ideas waiting to be discovered
28. *Remember to relax, excursions can lead to new hunting grounds*
29. Diversify your knowledge, the broader your view the more things you'll see
30. *Look for analogous situations - the solution to your problem may exist somewhere else*
31. Avoid "group think" conformity - the jester plays an important part
32. **BE POSITIVE**

Extracted from "A Whack on the Side of the Head"  
by Roger von Oech