

Welcome to the presentation

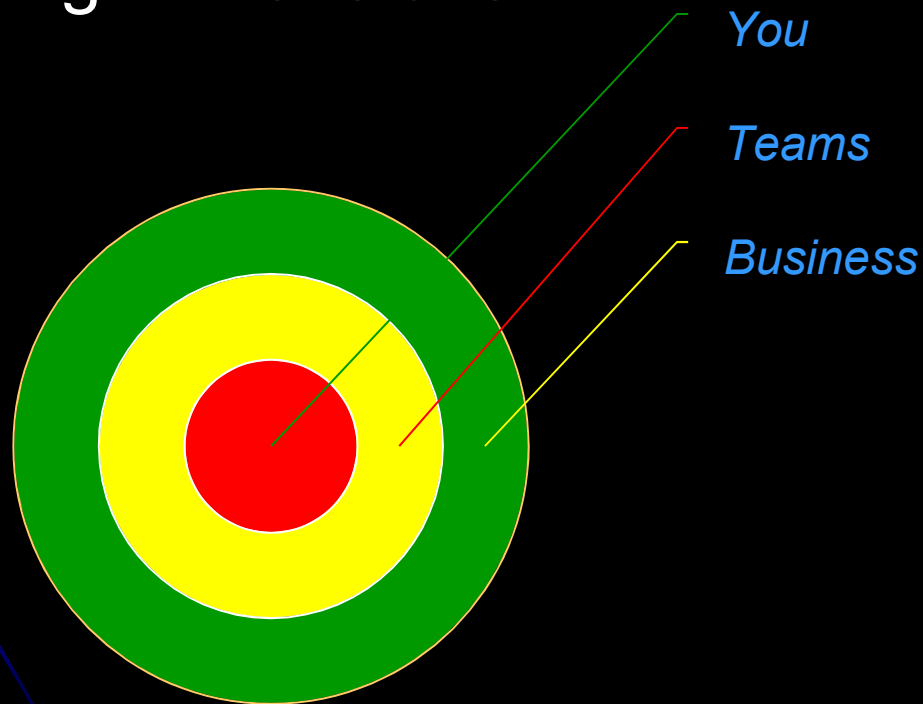
on

Innovation & Creativity
Through Lateral thinking approach

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Innovation & Creativity

Innovation is the process of taking new ideas through satisfied customers. Innovation has three overlapping Dimensions



What is creativity

Creativity is the art of:

Looking beyond the obvious
Escaping from fixture & patterns
Stretching boundaries by redefining them
Accommodating paradoxes
Switching attention form one to another
Freedom - enjoying its own existence
Experiencing comfort in ambiguity
Resurrecting fossilized paradigms

It talks about uniqueness and relevance. It is a function of knowledge, imagination and evaluation

What is creativity

C - Connections

R - Re-examine

E - Explore

A - Adapt

T - Turnaround

I - Ideas

V - Visualize

I - Innovation

T - Think, Try

Y - Yes and

Vertical Thinking & Steps

Vertical thinking is selective , sequential and must be correct at every step. It follows most likely path . It also use yes/no system and excludes irrelevance.

Selective

Requires available direction for movement

Sequential

Must be correct at every step

Excludes irrelevance

Follow most likely path

Use information for its meaning

Using yes/no system

Barriers to creative thinking

Negative Attitude

Fear of failure

Executive Stress

Following the rules

Making Assumptions

Over reliance on logic

Some Thoughts

Creative thinker has the power or quality to produce new ideas, especially ones not known to have existed

Innovator can bring in or introduce something new or as new, such as product or service to the market. Also alter or make changes to an established product & service

Inventor comes up with a new and potentially commercial idea. Often combines both creative thinker and innovator

Entrepreneur Conceive or receives ideas and turn them into business realities. Often uses OPB (*other people's brains*) and OPM (*other people's money*) to develop a market opportunity

Some ThoughtsContd.

Intrapreneur takes hands on responsibility for creating innovation in any kind of organization . The intrapreneur may be creator or inventor but is always the dreamer who figures out how to turn an idea into profitable reality

Champion picks up an idea, not necessarily his or her own, and runs with it. Shows commitment and tenacity in seeing it developed properly and successfully implemented.

Sponsor gives idea, backing it deserve. Usually a senior manager who believes in it and influence the key people to clear the way and help overcome obstacles as it is taken to realization

Split Brain Theory

Left Hemisphere

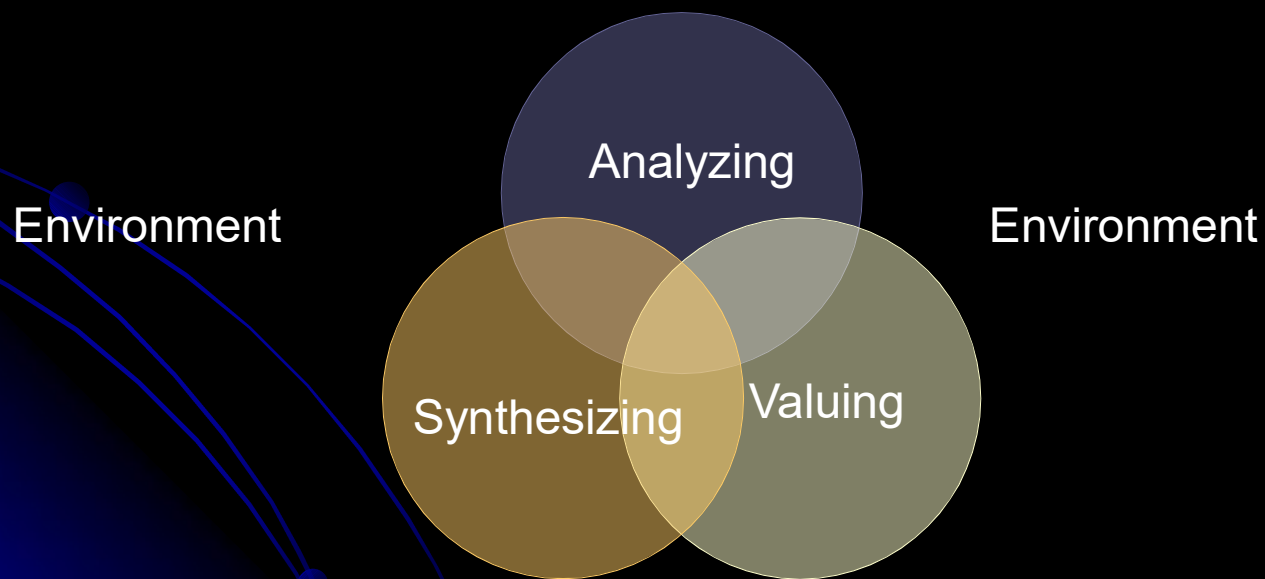
Logic
Sequential
Verbal
Linear
Analytical
Reasoning
Explicit
Calculation

Right Hemisphere

Intuition
Images
Visual
Spatial
Creative
Holistic
Colour
Emotions

Meta Function of Mind

Mind has three meta functions that interlock together like a Jigsaw Puzzle but the balance keep on changing from moment to moment. In all effective thinking – including the drama of creative thinking- all three meta function are involved in a dynamic trio, through one actor may be on stage while the other two are waiting in the wings.



Lateral Thinking & Steps

Each situation is driven by assumptions and to find fresh avenues, needs to escape from the fixedness of these assumptions. This is the starting point of lateral thinking.

Sometimes when new ideas are not forthcoming, deliberately design outrageous ideas by exaggerating, distorting or reversing existing ideas. This is called concept challenge method.

Generative

Move to generate a direction

Can make jump

Not necessarily to be correct at every step

Treats irrelevance as chance intrusion

Explores least likely

Use information for effect or movement

Does not use Yes/No – is free of it

Flue-Flex Plan

One Track thinking is commonly prevalent block to wide thinking.

If one were to pick the two attributes most vital for problem solving and riding the rapid change dynamics of our time, they would be fluency and flexibility.

The fluent thinker is able to come up with large number of ideas in a given situation . He is able to trump up a great volume of options, although in similar vein.

The flexible thinker is able to choose & investigate a wide variety of approaches to solve his problem . He is resourceful in his ability to shift gears, to change approaches and to adapt quickly to new developments

Idea – Expansion

Steps involved

List Random Ideas

Spot the tracks

Extend the tracks

Shift into new tracks

1. *Spell out something we take for granted*
2. *Escape from what we have taken for granted*
3. *Explore alternative ways in which this absence or gap in the situation may be filled.*

Idea – Triggers

Check list for trying/using these idea triggers to improve an existing Idea/Design

Substitute

Adapt

Put to other uses

Re arrange

Combine

Modify

Eliminate

Brain Storming

Brain Storming calls for storming a problem. The key to the technique lies in suspending criticism while you are trying to come up with creative ideas.

Brainstorming calls for alternating the current a bit: being creative first – then later on, being critical & objective.

Brainstorming is an enjoyable, laughter – producing session. Participants should understand the difference between analytical and creative thinking. At time these works as barriers.

The Brainstorming works as every person is unique & different . Each is product of his lifetime's experience. His ideas reflects his experience. This produces constructive, fresh & novel ideas

Brain Storming Guidelines

Delay Judgment : Judgment may cloud vision

Hitch hike each other's Ideas : Piggy pack provides movement

Go for many ideas : Quantity breeds quality

Switch Directions : Track shift yields new avenues

Remove your mental blocks

I am not creative
To ERR is wrong
Don't be wild & foolish
That's ambiguous
That's not my area
Play is frivolous
Got to be practical
Have to follow the rules
But that's not logical
Only one right answer

Brain Stretching Habits

Second right answer

Respect “ intuitive leap”

Challenge existing concept

Escape with “ What if ?”

Chancing connection through play

Idea borrowing from elsewhere

Interactive freedom because of vagueness

Extract Value / moment from Belly

Learning through failing

Human potential is limitless

Stepping Stones

Stepping stones are simply proactive ideas which stimulate us to think about other ideas . Stepping stone may be impractical or improbable; their value consist not in how practical they are but in where they lead your thinking.

When you are in exploring phase of creativity, real world constraints do not apply.

A good cue in a problem situation would be ... “ If there were no constraints whatsoever, what solutions could there be”?

Proactive ideas & borrowing concept from other things triggers possible stepping stones.

The Escape Method

The escape technique is particularly useful for looking at established method or systems where everything seems in order and have evolved overtime to a stable state.

If you wish to make improvements or changes, you may not know where to start. The escape process suddenly upsets the existing procedures, so you are forced to think afresh about things

It is simple & straight forward way to reach new & different ideas in any situation. Escape attempts to dislodge illusion and in the process clear the cobwebs to enable access to remarkably fresh ideas

Movement

Movement is an active mental operation and is not just an absence of judgment. Systematic & formal ways of getting movement from one idea to another can be used.

Principle Extraction: The power of a principle is that it is context free

What is positive: Every provocation carries invisible benefits in its belly

Potentially useful: Somebody or something must have a use for our idea. Who? Where?

Interesting: Dream it is happening and it will

Focus on Difference: What makes it different, makes it stand-out and therefore unique

Reversal

This means looking at the normal or usual direction in which something is done and then going in the reverse or opposite direction. Plane landing upside down is an example of reversal type provocation.

Very often we assume that “doing without something” is a reversal. It is not. Doing without something is an escape.

I have orange juice for breakfast / The orange juice has me for breakfast

The caller pays for the telephone call/ The receiver is paid for answering the phone

Exaggggggggeration

This method is directly related to measurements and dimensions: Number, Frequency, volume, temperature, duration and so on.

Exaggeration means suggesting a measurement that falls far outside this normal range. The exaggeration may be upward in terms of an increase in the measurement or it may be downward in terms of diminution in the measurement.

Distortion

In any situation there are normal relationships between parties. There are also normal time sequences of action. The distortion type of provocation is obtained by taking these normal arrangements and changing them. This “distorts” the situation to create a provocation

Random Inputs

Our world is a treasure house of concepts, always available to us yet somehow never sufficiently accessed. Therefore we could often borrow ideas from anything around us; to tackle a situation, if we wish our mind to traverse fresh with new direction.

1. The purpose is to give new ideas and not to provide with old ideas.
2. Don't take too many steps at a time as you will miss out on the provocation. You will end up with the same old ideas.
3. Don't list all the characteristics of the random input. If you do, you will simply go down the list to find something that fits very easily and so lose the provocative effect.
4. Do not decide that the present input is unusable and immediately seek another one.

The principle of the random input is willingness to look for unconnected inputs and to use open new lines of thinking.

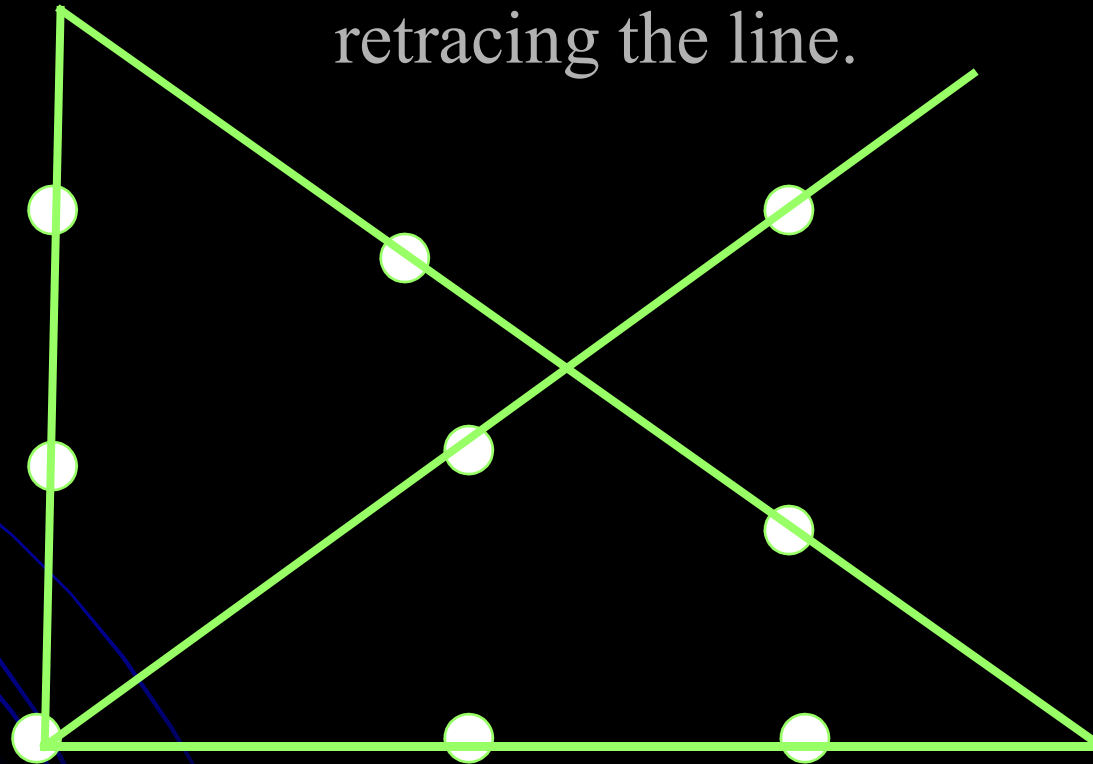
Force Fit

Force fit is a way of devising new ideas by fitting together two existing ideas to make a third idea.

A stage where two unrelated ideas are brought in deliberate proximity to bear an influence on each other so that new ideas can be coerced out.

9 Dot Puzzle

Join the following 9 dots with the help of 4 straight lines without lifting your pencil from the paper or retracing the line.



Management of Creativity

Encourage a broad exposure to ideas and information in industries & areas beyond your company's usual domain.

Encourage Tinker time

Encourage frequent and informal communication within department beyond

Encourage "Incubation time & focused day dreaming"

Encourage direct contact with your market place

Management of Creativity

Hold frequent innovation meetings with small teams

Establish a Road Map

Bank your ideas

Separate the process steps

Follow you passion !

Encourage an attitude of mental risk taking and playfulness with ideas

Seven Habits of Successful Creative Thinking

Going Beyond the 9 dots

- Challenging Assumptions
- Widening your span of relevance
- Freedom from fixed Ideas
- The Importance of defining the problem correctly

Welcoming Chance Intrusions

- Chance Inventor Luck
- Practice Serendipity – it is finding valuable and agreeable things when you are not seeking them

Tolerating ambiguity

- Negative Capability
- Get working – don't wait for inspiration

Seven Habits of Successful Creative Thinking

Listening to your Depth Mind

- How to be more creative – preparation, incubation, illumination & Verification
- Sleeping on Problem – and Solutions

Suspending Judgment

- Don't criticize your own ideas prematurely
- Beware of quick fire critics
- Choose Constructive Critics

Using the stepping Stone analogy

- The analogical path to innovation
- Putting an analogy to work
- Make the strange familiar and the familiar strange

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Seven Habits of Successful Creative Thinking

Ideas Banking

- Sharpen with your observation skills
- Dealing with Curiosity
- Listening for Ideas
- Reading as a stimulus for creative thinking
- The Use of Traveling for creative thinking
- Recording Skills

The successful Creativity & innovation leads to stimulated teams, delighted customers and profitable growth.

Thanks You

Feel Free to raise ?

To clarify your doubts, if any.