

# Creative Problem Solving...

UNLOCK THE ABILITY TO HAVE MORE 'AHA MOMENTS' BY ENCOURAGING A CREATIVE CULTURE WHERE YOU WORK.

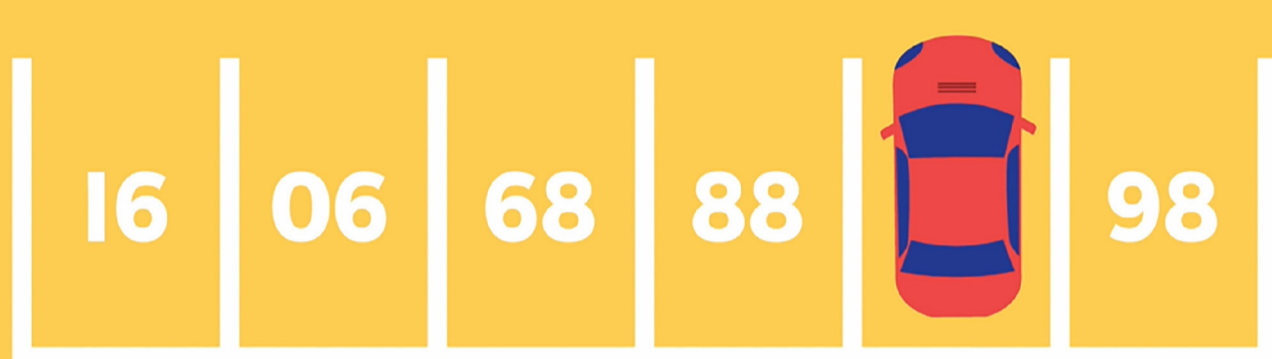
## EUREKA!



The Archimedes bath of displacement

Solving problems and dealing with obstacles is a regular part of life. But occasionally conventional thinking fails, and you need a fresh perspective to come up with innovative solutions. This is where creative problem solving can help.

## Can you solve the car park puzzle?



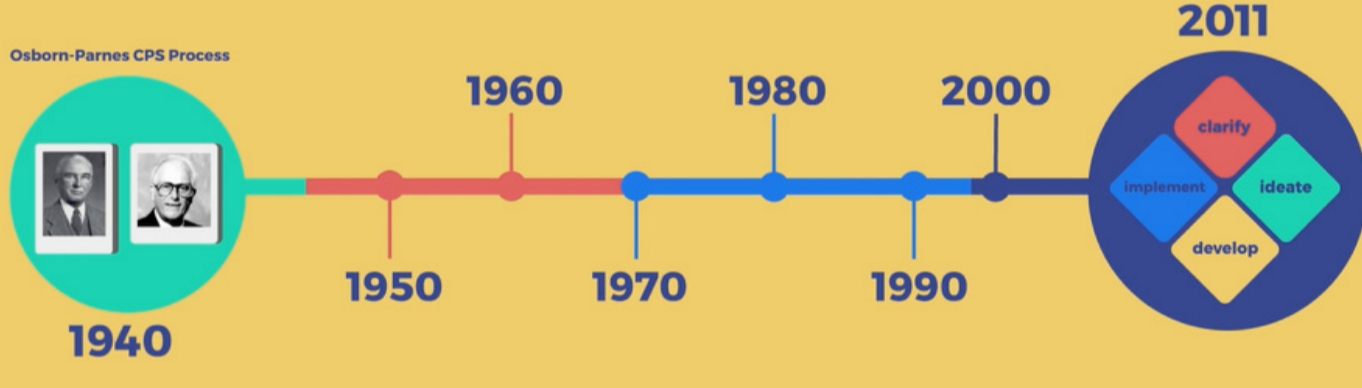
In what parking spot number is the car parked?

Following conventional problem solving methodology and logic, you might try and find the link between the numbers 16, 6, 68, 88 and 98. But there is no discernible pattern. So to solve the puzzle you have to reframe your thinking.

\*answer at the bottom of this infographic.

## Creative Problem Solving Explained

Alex Osborn first developed CPS in the 1940s, and together with Sid Parnes, he developed the Osborn-Parnes CPS Process. Since then, there have been more modern adaptations of the model.



The model asks you to separate your **DIVERGENT** and **CONVERGENT** thinking.

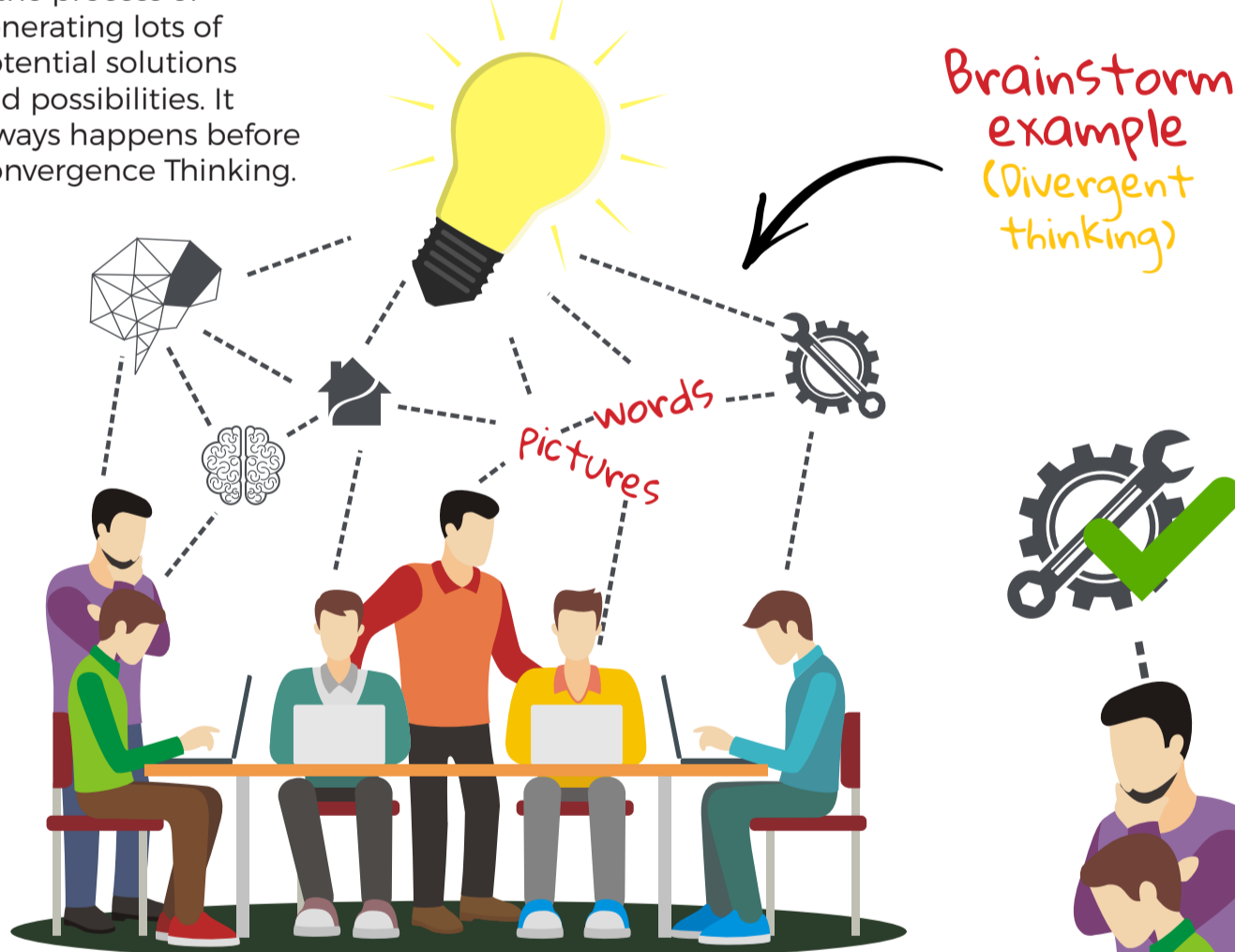
## Divergent & Convergent thinking

**Divergent** thinking is the process of generating lots of potential solutions and possibilities.

**Convergent** thinking is where you evaluate these options, identify the most promising ones, and make a decision.

### 1. Divergent thinking

is the process of generating lots of potential solutions and possibilities. It always happens before Convergence Thinking.



Brainstorm example (Divergent thinking)

**2. Convergent thinking** is where you evaluate these options, identify the most promising ones, and make a decision. It always happens after Divergent Thinking.

Choose options (Convergent thinking)



## CPS four key principles...

#1

**Divergent and convergent thinking must be balanced.**

Now that you're aware of the two ways your brain thinks, you need to master when to practise each one. In other words, balance divergent and convergent thinking.

#3

**Suspend judgement.**

Judging solutions early on tends to shut down idea generation. Deferring your judgment isn't the same as having no judgment. It just says, "hold off for a while". Avoid judging people's ideas, including your own, as either bad or good.

#2

**Frame problems as questions.**

Try to reframe problems as open-ended questions with multiple possibilities. It's sometimes referred to as "frame-storming".

#4

**Focus on "Yes, and" rather than "No, but".**

Language really matters. "Yes, and" allows for continuation and expansion. Whereas the word "but" - preceded by "yes" or "no" - closes down the conversation, negating everything that has come before it.



## Takeaway

Everyone is creative in some way, and creative skills can be learned and enhanced. But creativity takes courage. Try to do your bit to help create an environment where bursts of inspiration lead to breakthrough solutions where you work.

the answer is 87 (flip the image 180)