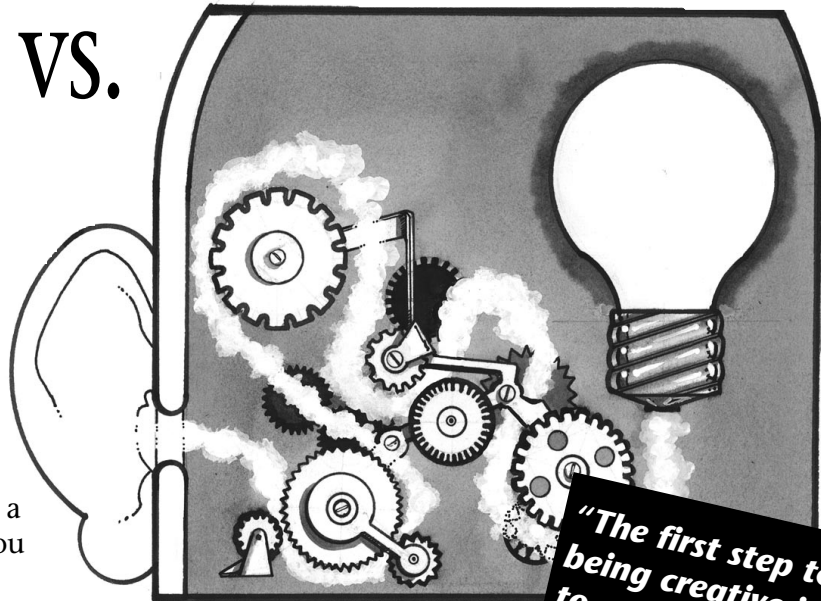




“Logical” vs. Creative Problem Solving

Consider these responses to a problem. Which ones are you most comfortable using?



*“The first step to being creative is to get rid of your own unwritten rules.”
—Mary M. Byers*

“Logical” Response	Creative Response
What’s the right solution?	How many solutions can I come up with?
This is a serious problem. It’s going to be hard to solve.	This is a serious problem but it will be an interesting challenge.
I can’t make any mistakes.	Mistakes are opportunities to begin again creatively.
I’m afraid of asking dumb questions.	“Dumb” questions may lead to smart solutions.
I need “expert” advice.	I think I’ll discuss this with Joe and Sally as well as the experts.
That’s a silly idea. Forget it.	This idea seems silly but let’s explore it further.
I’ve got to solve this problem right now.	I think I’ll set this aside for a day or two. Sometimes I gain a new insight when I let things “percolate.”
I can’t tell my idea to Jim. He’ll think it’s dumb.	Jim always has an interesting perspective; I wonder what he’ll say about this idea.
“If it ain’t broke, don’t fix it.”	It’s working now but I bet I can make it work better.

If you usually take the more “logical” approach, you may need to expand your creative thinking skills. Next time you need to solve a problem or come up with a new idea, try the SCAMPER technique:

- S**ubstitute
- C**ombine
- A**dapt
- M**agnify/minimize
- P**ut to other uses
- E**liminate
- R**everse/rearrange