



Creative  
Thinking

# DEFINE CREATIVE THINKING

TASK: Write down a short sentence of what you think creative thinking is.

Creativity is the bringing into being of something which did not exist before, either as product, a process or a thought.

Creative thinking means looking at something in a new way. It is the very definition of "thinking outside the box."

Often, creativity in this sense involves what is called lateral thinking, or the ability to perceive patterns that are not

# Creative Thinking

What  
it is

Who  
it's for

Who are you  
communicating  
with

How it  
works

How to  
access

What  
you need

Why?  
How?  
What?

# APPROPRIATE AND INAPPROPRIATE

Inappropriate

Dealing with financial situations

Inappropriate

Handling facts and data

Inappropriate

For following logical



Appropriate can bring a fresh ideas

Appropriate

For problem solving

Appropriate

Analysing a complex situation

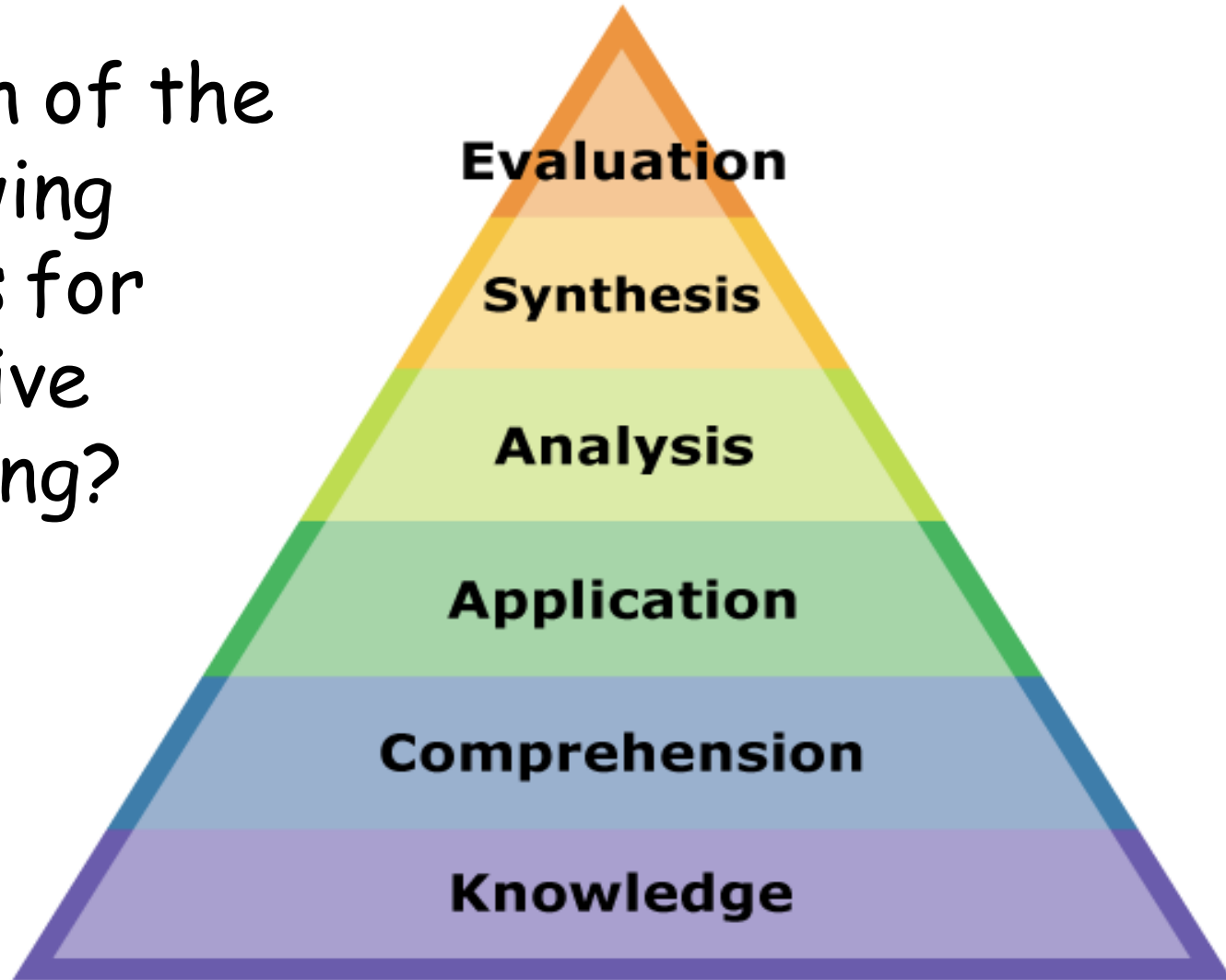
# TOOLS FOR CREATIVE THINKING

- Use the six questions:  
Why? Where? When?  
Who? What? How?
- Six Hats decision making technique  
White Hat - Facts  
Red Hat - Emotions  
Black Hat - Judgement, Caution  
Yellow Hat - Logic  
Green Hat - Creativity  
Blue Hat - Control



# Thinking Skills

Which of the following allows for creative thinking?



# ENCOURAGE CREATIVE THINKING

Solving  
riddles

Listen to  
others

Mind-  
mapping  
ideas

Try  
multiple  
ways to  
solve

What other ways can you think of?  
problems



# TASK

Use one of the ways to encourage creative thinking on the previous slide to come up with a creative idea in the following scenario:

Scenario:

You work for a new Italian restaurant, it is in quiet part of the town and is not attracting many customers.

What creative idea can you think of to attract more customers?