



CREATIVE THINKING

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WHAT IS .. CREATIVE THINKING

- Is a way of looking at problems or situations from a **FRESH PERSPECTIVE** that suggests **UNORTHODOX** solutions.

CREATIVE VS. CRITICAL THINKING

Creative

- Generative
- Nonjudgmental
- Expansive

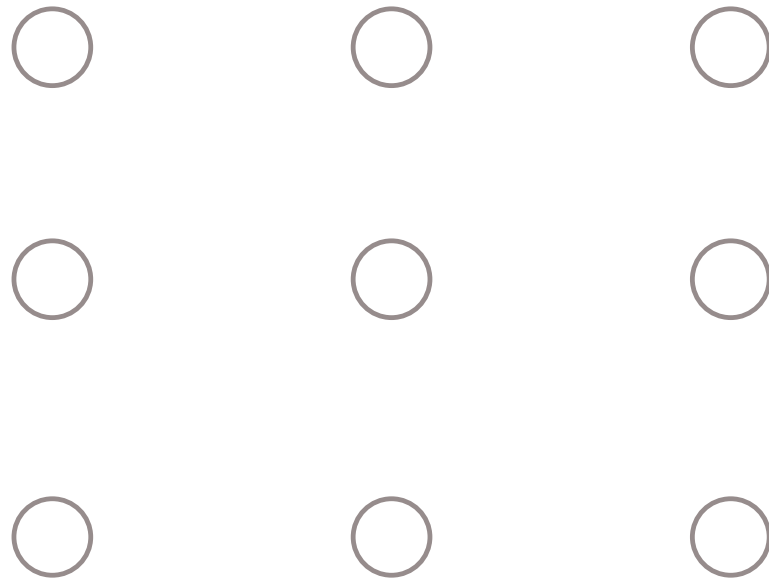
Critical

- Analytical
- Judgmental
- Selective

When you are thinking **creatively**, you are **GENERATING** lists of new ideas.

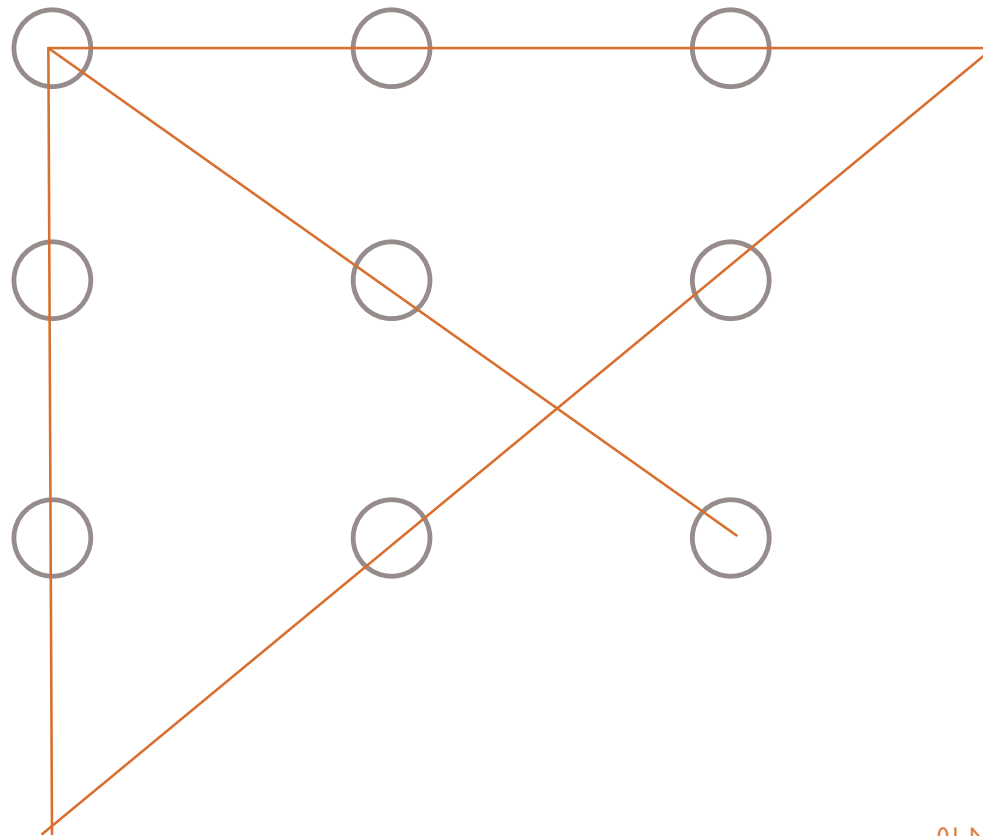
When you are thinking **critically**, you are **MAKING** choices.

WARM UP ..



link all 9 dots using four straight lines or fewer, without lifting the pen and without tracing the same line more than once.

WARM UP ..



DIVERGENT THINKING

- Divergent thinking is a thought process or method used to generate **creative** ideas by **exploring** many possible solutions.

DIVERGENT THINKING RULES

As many as possible (**Quantity** is more important than Quality).

Flexibility: As many different kinds as possible.

Originality: As unique as possible

Be **spontaneous**, playful, & childlike.

DIVERGENT THINKING RULES

Defer judgment: Open-minded.

No criticism or praise .

Need constructive conflict.

Encourage wild ideas.

CONVERGENT THINKING

- Convergent thinking is the type of thinking that focuses on coming up with the **single, well-established** answer to a problem. It is oriented toward deriving the single best, or most often correct answer to a question.

BRAIN STORMING

- Brainstorming is not about reaching results, It's about generate many ideas and it is an integral part of the problem solving process

BRAIN STORMING RULES

There are no dumb ideas.

Do not criticize other people's ideas.

Build on other people's ideas.

Reverse the thought of quality over quantity.

SIX THINKING HATS



The White Hat - Facts
White hat thinking focuses on data, facts, information known or needed.



The Black Hat - Cautions
Black hat thinking focuses on difficulties, potential problems. Why something may not work.



The Red Hat - Feelings
Red hat thinking focuses on feelings, hunches, gut instinct and intuition.



The Green Hat - Creativity
Green hat thinking focuses on creativity: possibilities, alternatives, solutions, new ideas.



The Yellow Hat - Benefits
Yellow hat thinking focuses on values and benefits. Why something may work.



The Blue Hat - Process
Blue hat thinking focuses on managing the thinking process, focus, next steps, action plans.

IDEA EVALUATION

Criteria

- Must be important for picking the best.
- solution to the problem.
- Must be worded in a positive way.
- Most efficient, least expensive.

TIPS OF BEING CREATIVE

- Go somewhere different. Different environments give you a different state of mind.
- Give yourself a soundtrack.
- If you're putting pressure on yourself, a pint or two might help you relax. Or maybe some coffee.

TIPS OF BEING CREATIVE

- Write down the problem. If you ask the right question, you're half way to solving the problem.
- Keep rewriting the problem.
- Do something that requires a lot of concentration. It clears your mind and pushes the problem to your more powerful back brain.

TIPS OF BEING CREATIVE

- If you can't solve the problem as you, do it as someone else. Imagine you're someone extra smart and try to solve it them.
- Deliberately come up with bad ideas You may be setting your standards too high. Deliberately lower them to get the ideas flowing. You can raise them again later.

TIPS OF BEING CREATIVE

- Go read some stuff Maybe you don't have enough information. Do more. The answer may come from a small insight hidden away.
- Have a nap They say that dreams are your brain's way of sorting out data. Have a nap and let it go to work.

TIPS OF BEING CREATIVE

- Map your thoughts It's a great way of seeing that you're exploring lots of areas.
- Buy someone a drink and talk to them. Get their opinion. Business advice for under a fiver

TIPS OF BEING CREATIVE

- **Give up**

Just for the moment. If it's not working right now, don't push it. You'll only push yourself further into the rut.



THANK YOU

NEXT LECTURE: SELF-MOTIVATION TECHNIQUES