Build Creative Thinking into Your Lean Practice to Drive Innovation!

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# Learning objectives

- You will learn:
  - Why lean thinking benefits from creative thinking
  - How Creative Problem Solving is defined
  - How to distinguish the two types of creative thinking
  - 2 handy tools for each type of creative thinking
  - Practice using the two types of creative thinking
  - When to use each type of creative thinking with a PDCA cycle





Have you ever heard this (or said this) in a meeting?

# "Let's brainstorm on this."



Brainstorming is a tool created for and used in Creative Problem Solving (CPS)

- Initiated in the US advertising industry
- Key thought leaders: Alex Faickney Osborn and Sid Parnes
- Moved beyond advertising
- Influenced design thinking
- Spurred academic research into creativity



# What's essential to being creative?



#### Divergent thinking

Convergent thinking



### Divergent thinking

- "Ideation"
- Coming up with multiple options
- Thinking broadly and expansively
- "the writer's mind"



# Convergent thinking

- Selecting and strengthening ideas or options
- Making choices
- "the editor's mind"

# CPS is a learning cycle approach to solving problems



 In each step, divergent and convergent thinking are deliberately used separately –

--- because each takes place in a different part of the brain





Dívergent Thínkíng
Defer Judgment
Combíne and Buíld
Seek Wild Ideas
Go for Quantíty

- Convergent Thinking
  - Be Delíberate
  - Check your Objectives
  - Improve your Ideas
  - Be Affirmative
  - · Consider Novelty

Two tools for divergent thinking (ALL divergent thinking tools are based on brainstorming)

#### **Forced connections**



#### Brainwriting



Consider the attributes of an object or picture. Then force a mental connection between those attributes and topic you are working on.





So now you have a LOT of ideas and options

• No need to worry – there are tools to select and strengthen ideas or options





Here is an idea: Ban PowerPoint in Your Organization Pluses Opportunities Issues New thinking



# The creative rhythm and PDCA



### The creative rhythm and PDCA



# The creative rhythm and PDCA

- Pay attention to where you are in the creative rhythm: should you be thinking divergently or convergently?
- Build a toolbox of creative problem solving tools
- Have fun!

# DEEP THINKING

# is Lean Thinking plus Creative Thinking



Q&O Questions and Opinions