

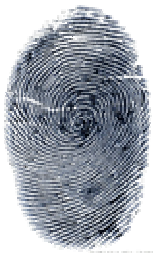
5  
Last  
chapter

# Creativity

## 5.2 & Mknng

Overcoming Mind Limitations

Presentation 7 out of 7



Danny Abramovich  
Marketing Plan Specialist  
[www.marketingPlanNOW.com](http://www.marketingPlanNOW.com)

# Presentation Structure

1. Welcome to **C**reativity test ü
2. **C**reativity - Vocab & theory ü
3. Human **B**rain, introduction ü
4. Proving **M**ind limitations<sup>2</sup>ü  
presentations
- ▶ 5. Overcoming **M**ind limitations **Cont.**

# 5. Overcoming **M**ind limitations

## 5.4. The Creative Process

Person  
Place  
Product  
**P**rocess

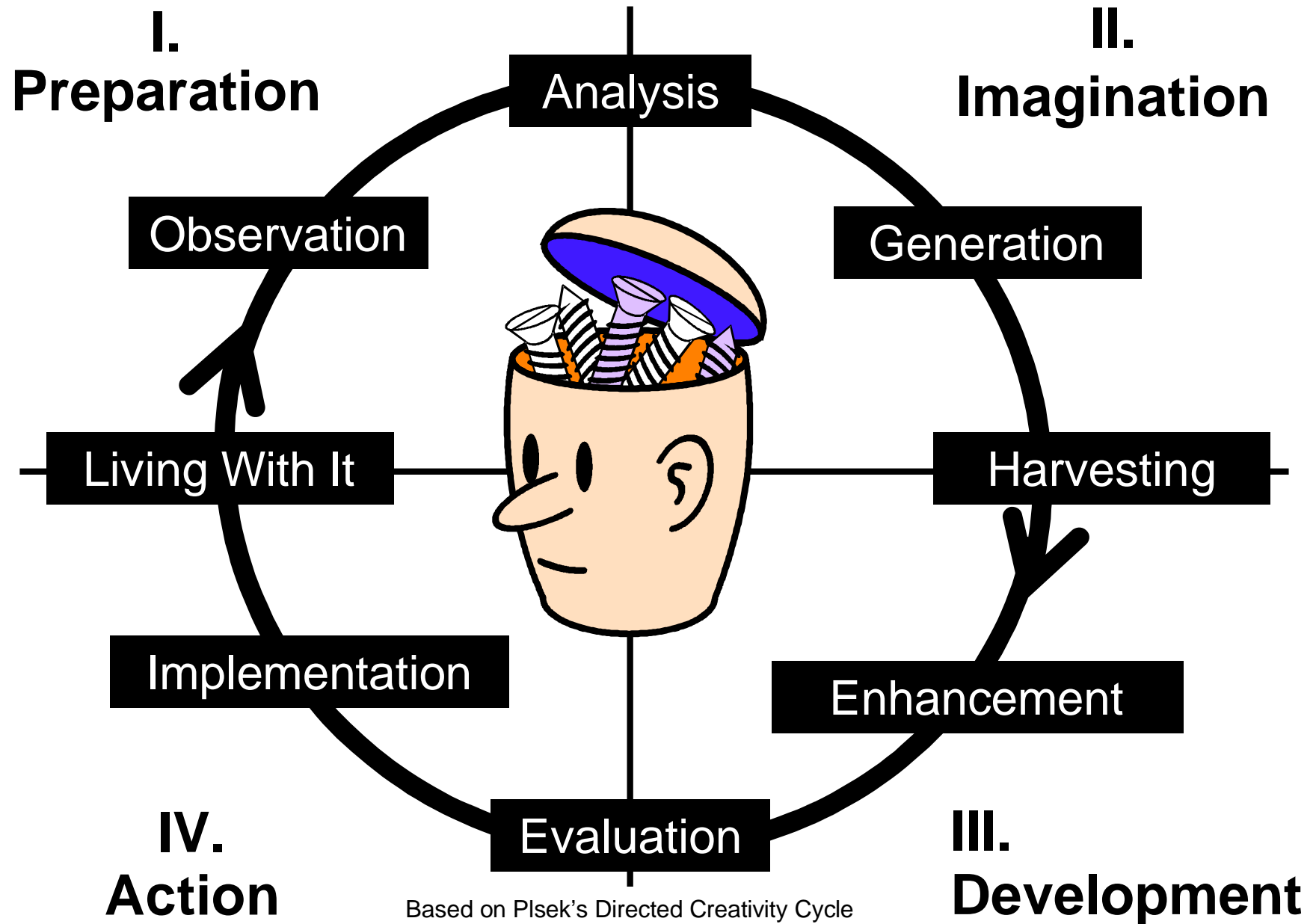


# 5. Overcoming **M**ind limitations

## 5.4. The Creative Process

New Venture	Existing Business
<b>Ideation</b> Key wants & needs	<b>Analysis</b> of the current situation
<b>Innovation</b> Concept development	<b>Strategy</b> Marketing objectives
<b>Application</b> Product/ service dev.	<b>Tactics</b> Action plan & budget
<b>Production</b> Product/ service creation	<b>Management</b> Control procedures

*Q* *y*



# The New Language

The books create a new language for creative thinking such as:

“To think like a lizard”  
means to “yield”

---

“To think like a chameleon”  
means “to find several solutions”

---

“To think like a zebra”  
means “to live with contradictions”

---

“To think like a bat”  
means “to do the opposite of what is accepted”

---

“To think like a monkey”  
means “to imitate others”

# 5. Overcoming **M**ind limitations

## 5.4. The Creative Process



**Zebra**

Living with contradictions, or even creating them

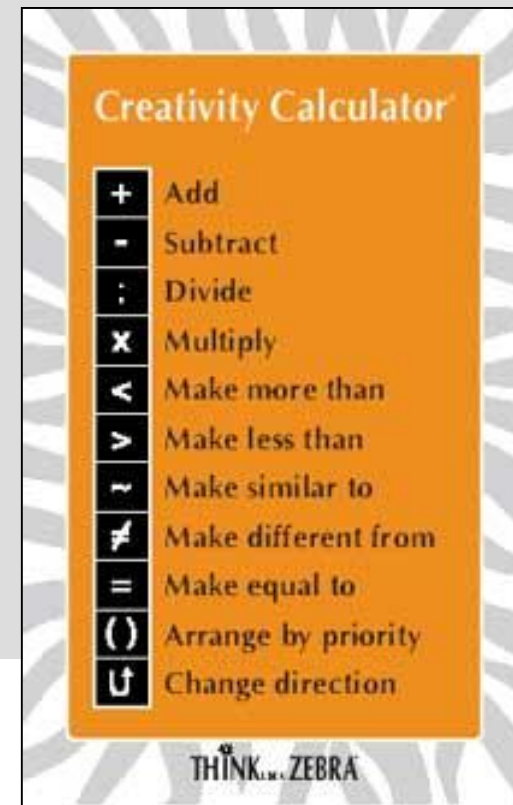
THINK...ZEBRA



**Ape**

Identifying successful models and mimicking them while creating variations on the theme

THINK...ZEBRA



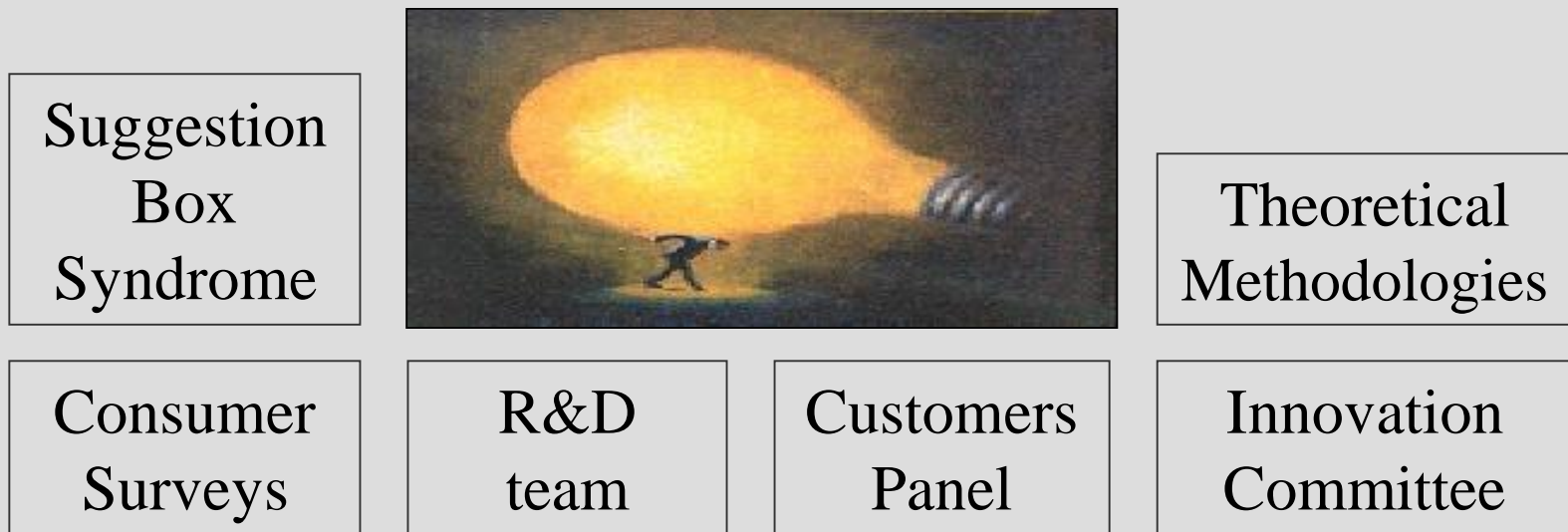
**Creativity Calculator**

+	Add
-	Subtract
÷	Divide
x	Multiply
^	Make more than
v	Make less than
~	Make similar to
≠	Make different from
=	Make equal to
()	Arrange by priority
↶	Change direction

THINK...ZEBRA

# 5. Overcoming **M**ind limitations

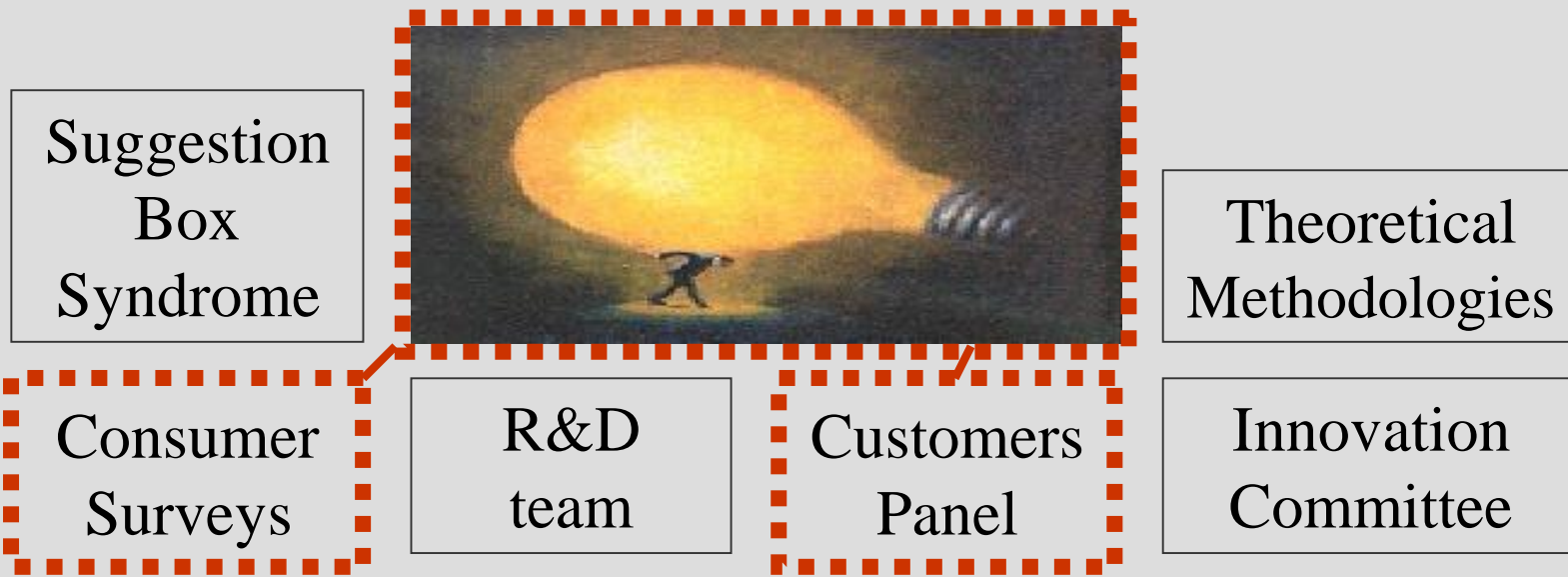
## 5.4. The Innovation Process of Enterprises





# 5. Overcoming **M**ind limitations

## 5.4. Towards Innovative Solutions - 1



# 5. Overcoming **M**ind limitations

## 5.4. Towards Innovative Solutions - 1 Consumer Surveys/ Panels

Stop asking customers what they want (**solutions**), start asking what they want your products to do for them (**desired outcome**)!

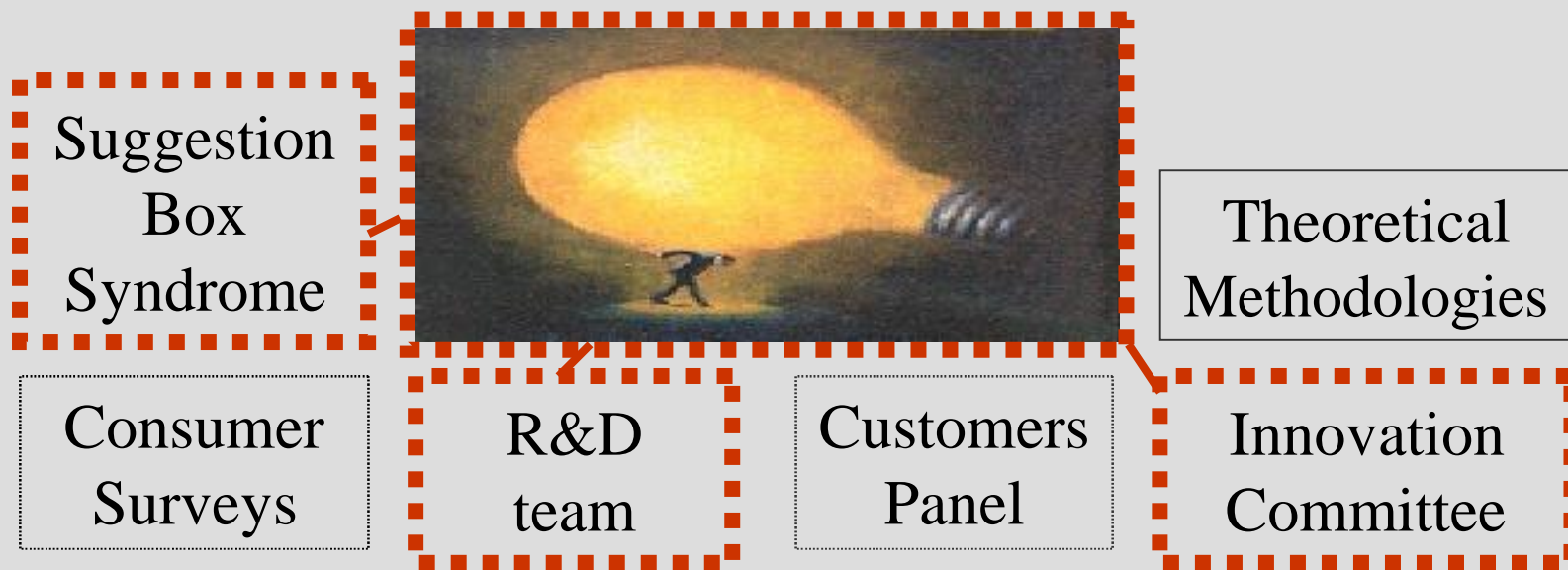
# 5. Overcoming **M**ind limitations

## 5.4. Towards Innovative Solutions - 1 Consumer Surveys/ Panels

**“We don't believe in market research for a new product unknown to the public, so we never do any. We are the experts.”** *Akio Morita, Co-founder SONY Corp.*

# 5. Overcoming **M**ind limitations

## 5.4. Towards Innovative Solutions - 2



## 5. Overcoming **M**ind limitations

### 5.4. Towards Innovative Solutions - 2 “Suggestion Box Syndrome”

Create an “out of the **box**”  
process motivating employees to  
**suggest**, follow-up and lead  
inventions & innovations.

# 5. Overcoming **M**ind limitations

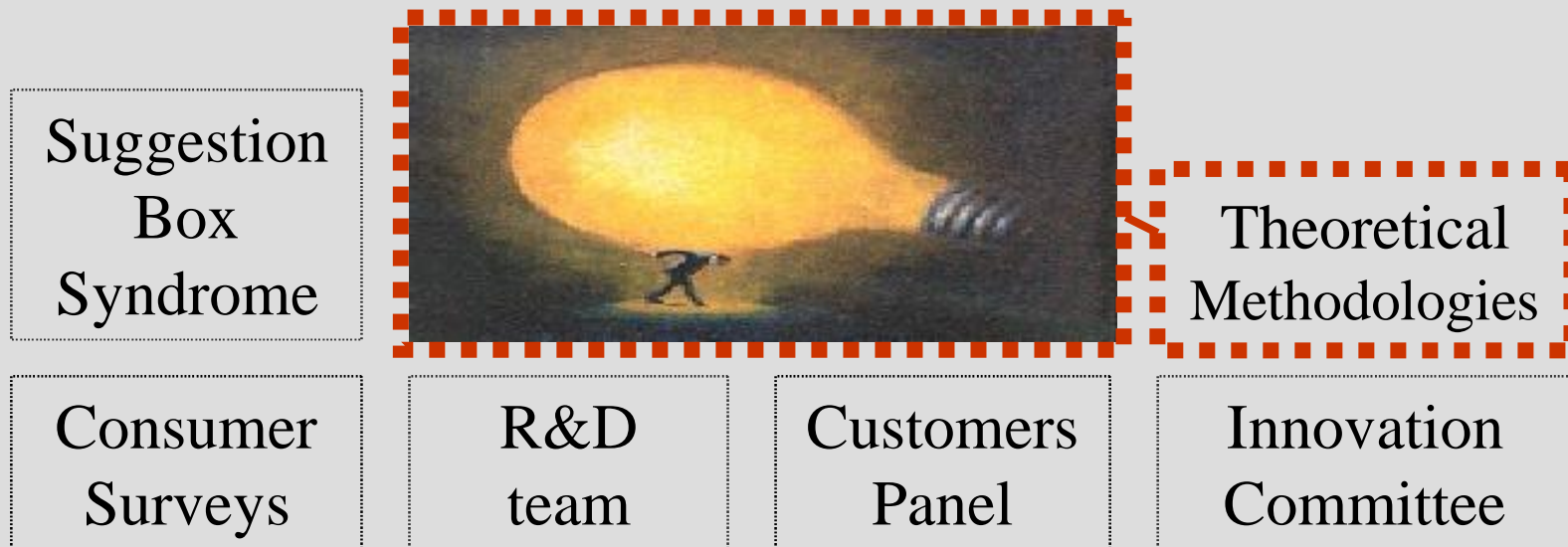
## 5.4. Towards Innovative Solutions - 2 “Suggestion Box Syndrome”

**C**reate  
**a**n “out of  
**t**he pyramid”  
**p**rocess; **K**odak case



# 5. Overcoming **M**ind limitations

## 5.4. Towards Innovative Solutions - 3



# 5. Overcoming **M**ind limitations

## 5.4. Towards Innovative Solutions - 3 Theoretical Methodologies

5.4.0. “No!” Methodology

5.4.1. **SCAMPER** technique

5.4.2. **Lateral Thinking**

5.4.3. **Mind Mapping**

5.4.4. **Creative Failure** methodology

5.4.5. **TRIZ** theory



# 5. Overcoming **M**ind limitations

## 5.4.0 “No! Methodology”

**Step 1 – Long-term fact:**

*We manufacture only plastics.*

**Step 2 – “No!”**

*We do not manufacture only  
plastics!*

# 5. Overcoming **M**ind limitations

## 5.4.1 **SCAMPER** technique

**S**ubstitute

**C**ombine

**A**dapt

**M**odify

**P**ut to another purpose

**E**liminate

**R**earrange

# 5. Overcoming **M**ind limitations

## 5.4.1. **S**CAMPER

**Substitute**  
**Combine**  
**Adapt**  
**Modify**  
**Put to...**  
**Eliminate**  
**Rearrange**



Thinking about substitutes may initiate *e* new ideas.

---

# 5. Overcoming **M**ind limitations

## 5.4.1. **S**CAMPER

- Substitute
- C**ombine
- Adapt
- Modify
- Put to...
- Eliminate
- Rearrange



The combination of several parts may equal a different product.

# 5. Overcoming **M**ind limitations

## 5.4.1. **S**CAMPER

**S**ubstitute  
**C**ombine  
**A**dapt  
**M**odify  
**P**ut to...  
**E**liminate  
**R**earrange



Phone, e-mail, web, digital organizer, digital camera, color screen, MP3 player, and wireless connectivity to other devices.

What's next?

The combination of several parts may equal a different product.

# 5. Overcoming **M**ind limitations

## 5.4.1. **S**CAMPER

**S**ubstitute  
**C**ombine  
**A**dapt  
**M**odify  
**P**ut to...  
**E**liminate  
**R**earrange



# 5. Overcoming **M**ind limitations

## 5.4.1. **SCAMPER**

**Substitute**  
**Combine - advanced**  
**Adapt**  
**Modify**  
**Put to...**  
**Eliminate**  
**Rearrange**

The <b>TOWS</b> Matrix		past & present factors (past year)	
		Strengths	Weaknesses
upcoming factors (next year)	Opportunities	<b>(SO)</b> “today’s strengths that may present an opportunity tomorrow”	<b>(WO)</b> “today’s weaknesses that may present an opportunity tomorrow”
	Threats	<b>(ST)</b> “today’s strengths that may present a threat tomorrow”	<b>(WT)</b> “today’s weaknesses that may present a threat tomorrow”



# 5. Overcoming **M**ind limitations



## 5.4.1. **S**CAMPER

- S**ubstitute
- C**ombine - advanced
- A**dapt
- M**odify
- P**ut to...
- E**liminate
- R**earrange

	high	width	color	diam.		
high						
width						
color						
diam.	eter					
cond.	uctivit	y				
circ.	umfer	ence				



# 5. Overcoming **M**ind limitations

## 5.4.1. SCAMPER

- Substitute
- Combine
- Adapt**
- Modify
- Put to...
- Eliminate
- Rearrange



Adapting only part of the product may equal a different product.

runaid



# 5. Overcoming **M**ind limitations

## 5.4.1. **S**CAMPER

**S**ubstitute  
**C**ombine  
**A**dapt  
**M**odify  
**P**ut to...  
**E**liminate  
**R**earrange

Adapting only  
part of the  
product may  
equal a  
different  
product.

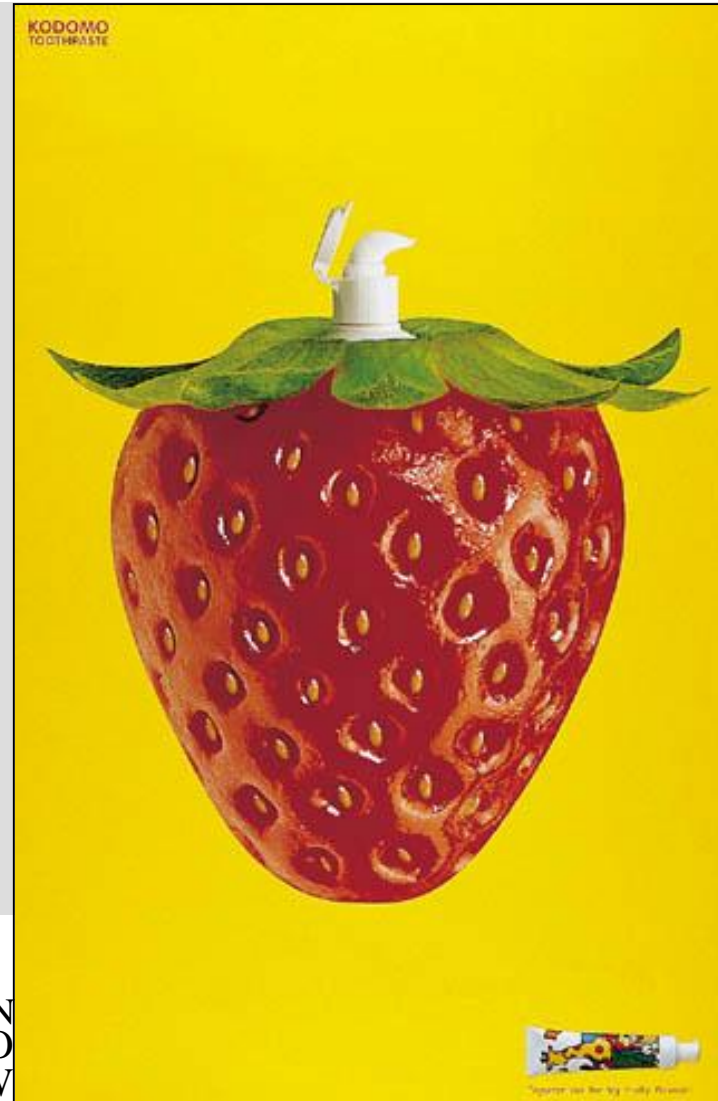


# 5. Overcoming **M**ind limitations

## 5.4.1. **S**CAMPER

**S**ubstitute  
**C**ombine  
**A**dapt  
**M**odify  
**P**ut to...  
**E**liminate  
**R**earrange

Adapting only  
part of the  
product may  
equal a  
different  
product.



# 5. Overcoming **M**ind limitations

## 5.4.1. **S**CAM**P**ER

Substitute  
Combine  
Adapt  
**Modify**  
Put to...  
Eliminate  
Rearrange



Modifying  
towards  
new products  
& concepts.

---

# 5. Overcoming **M**ind limitations

## 5.4.1. **SCAM**PER

**S**ubstitute  
**C**ombine  
**A**dapt  
**M**odify  
**P**ut to...  
**E**liminate  
**R**earrange



Modifying  
towards  
**human-feel**  
products  
& concepts.

---

ESP

# 5. Overcoming **M**ind limitations

## 5.4.1. **S**CAM**P**ER

**S**ubstitute  
**C**ombine  
**A**dapt  
**M**odify  
**P**ut to...  
**E**liminate  
**R**earrange



Modifying  
towards  
**human-feel**  
products  
& concepts.

---

ESP

# 5. Overcoming **M**ind limit...

## 5.4.1. SCAMPER

**Substitute**

**Combine**

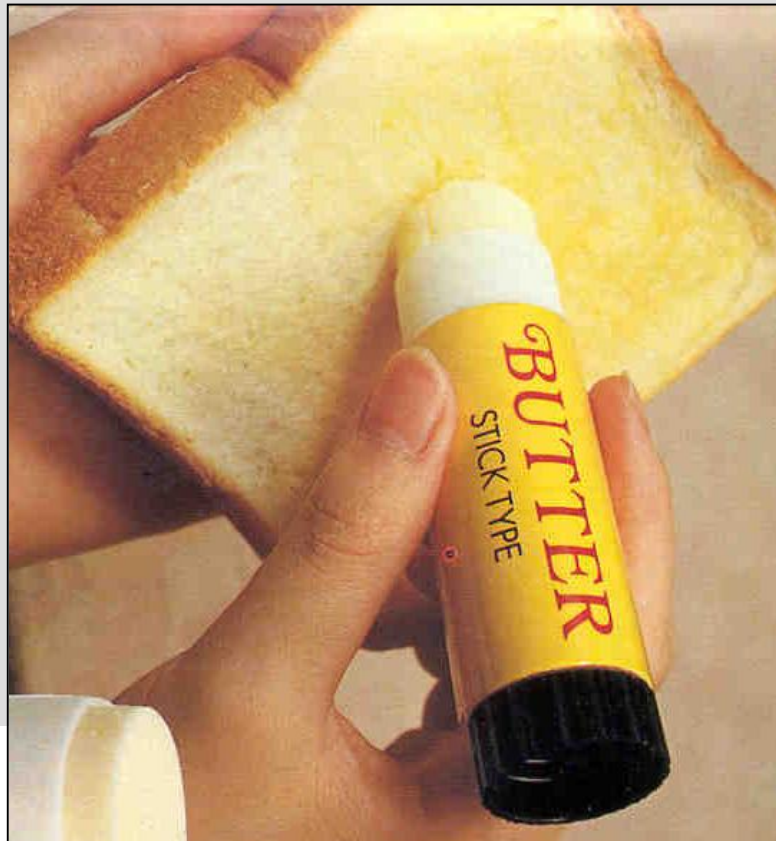
**Adapt**

**Modify**

**Put to another purpose**

**Eliminate**

**Rearrange**



New usage  
for an  
existing  
product.

# 5. Overcoming **M**ind limitations

## 5.4.1. SCAMPER

Substitute  
Combine  
Adapt  
Modify  
Put to...  
**Eliminate**  
Rearrange



Breaking down the product's parts by elimination.



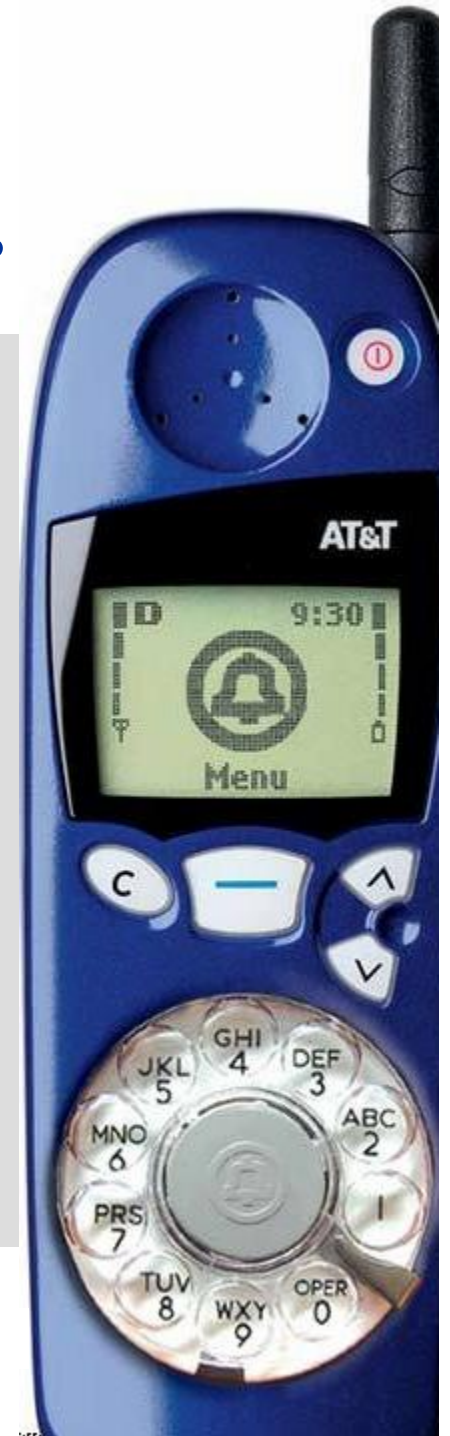
# 5. Overcoming **M**ind limit...

## 5.4.1. **SCAMPER**

- Substitute
- Combine
- Adapt
- Modify
- Put to...
- Eliminate
- Rearrange**



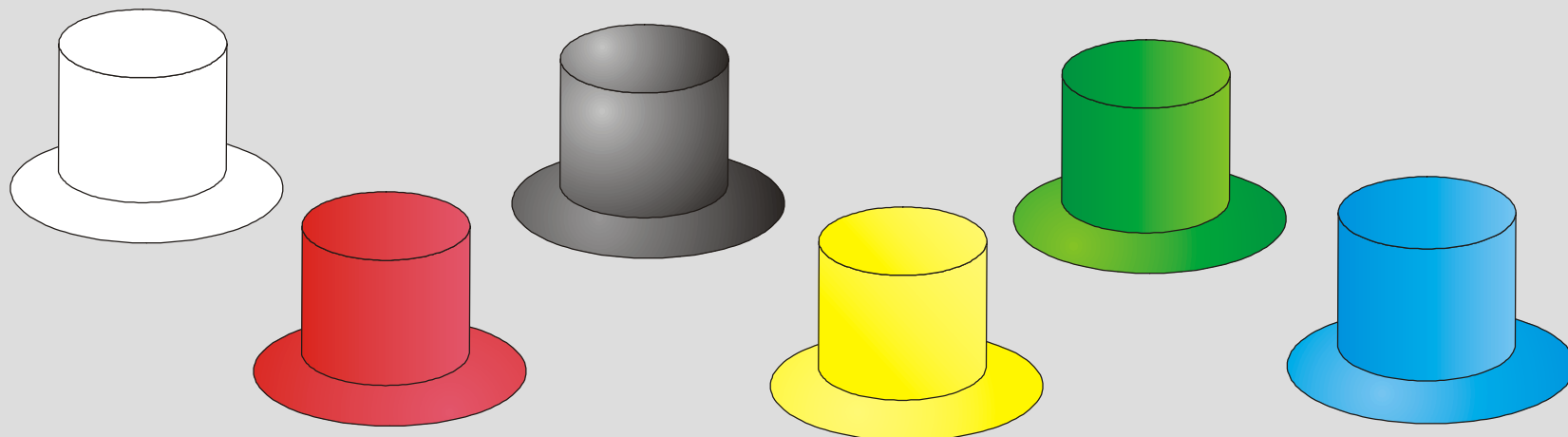
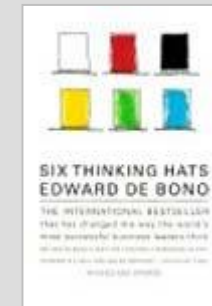
Will  
*r*earranging  
solve the  
problem?



# 5. Overcoming **M**ind limitations

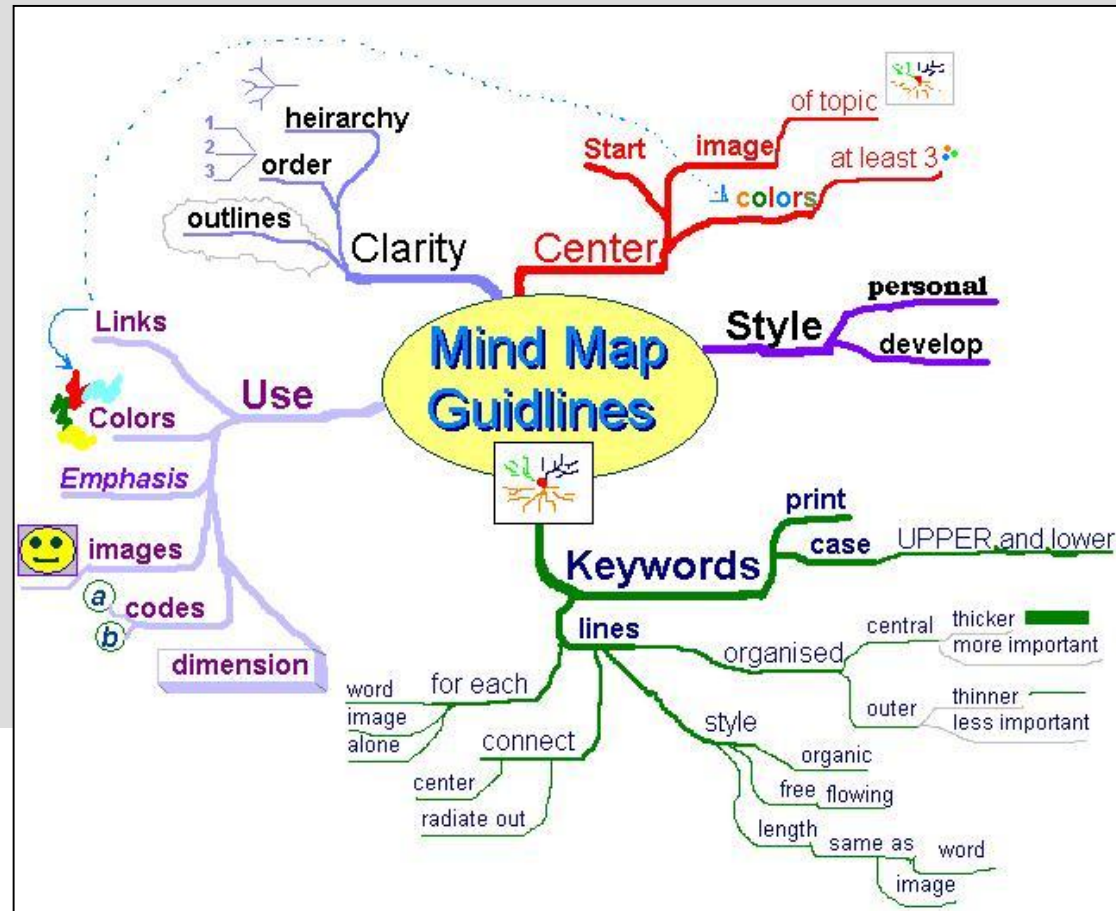
## 5.4.2. Lateral Thinking

### De Bono's Six Thinking Hats



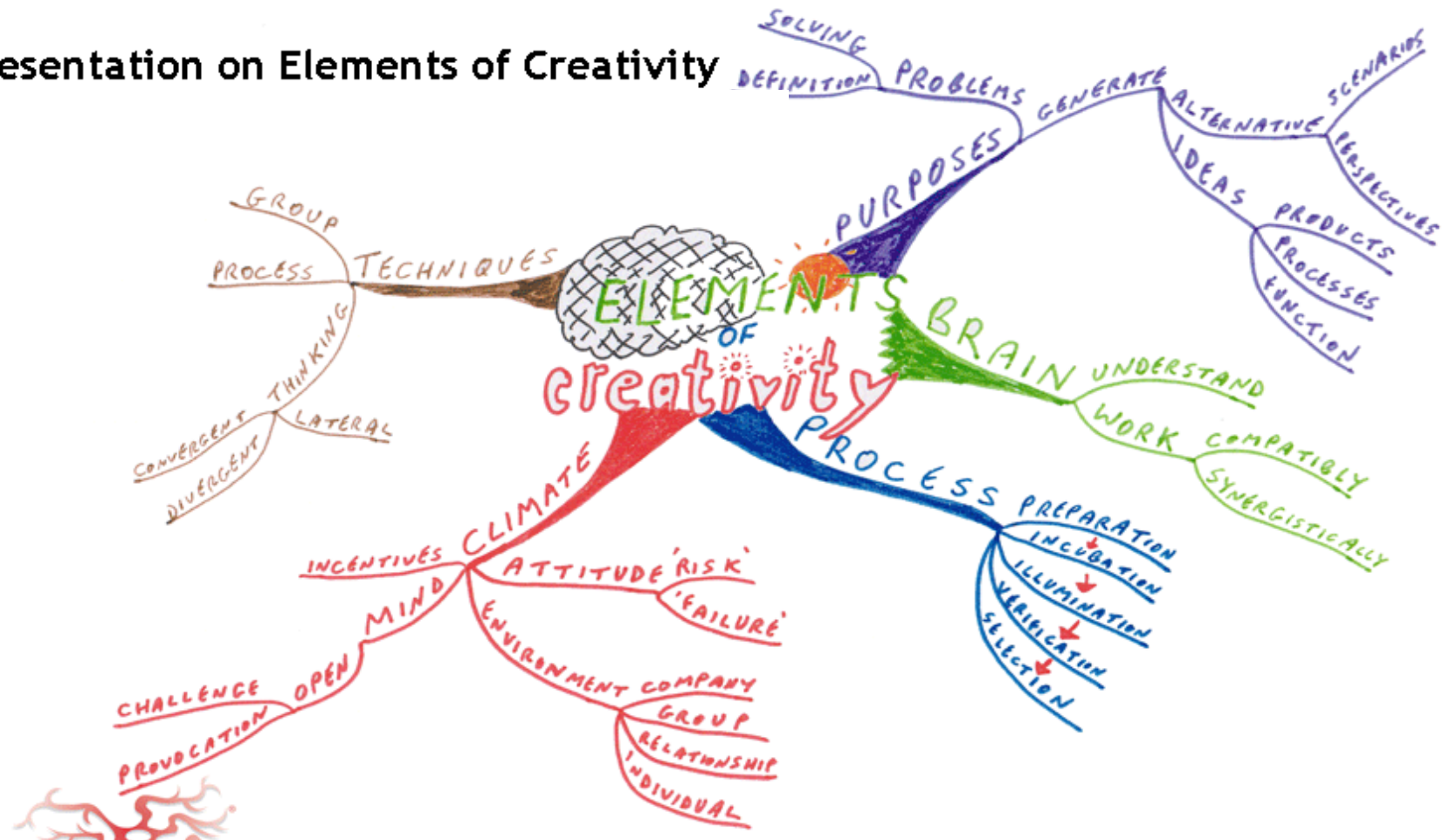
# 5. Overcoming Mind limitations

## 5.4.3. Mind Mapping



# 5. Overcoming Mind limitations

Presentation on Elements of Creativity



# 5. Overcoming **M**ind limitations

## 5.4.4. Creating Failure

## Methodology



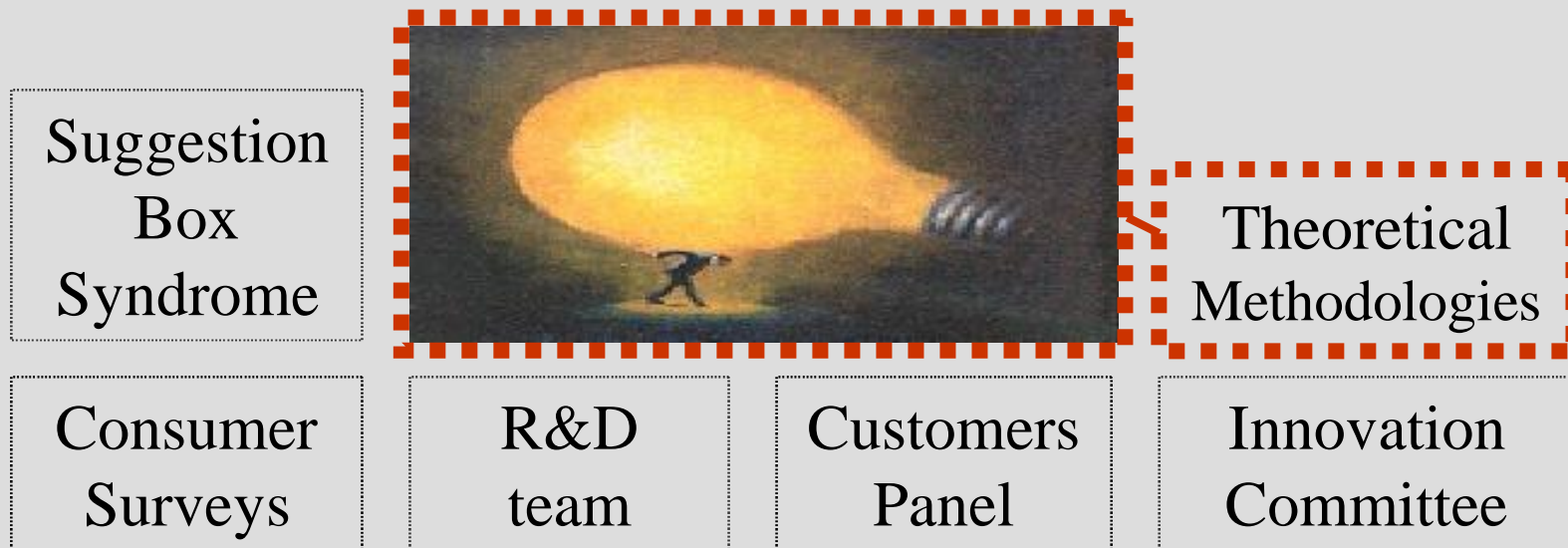
# 5. Overcoming **M**ind limitations

## 5.4.5. TRIZ

**TRIZ** is a romanized acronym for Russian “Теория решения изобретательских задач” meaning “The theory of inventor's problem solving” (Altshuller, 1946). 300,000 patents were revised into 40 inventive principles.

# 5. Overcoming **M**ind limitations

## 5.4. Towards Innovative Solutions



# Presentation Structure



1. Welcome to **C**reativity test ü
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5. Overcoming **M**ind limitations<sup>2</sup>ü presentations



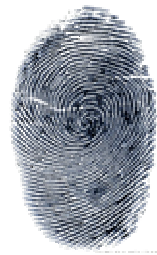
# 5

End of  
last  
chapter

# Creativity & Mknng

Overcoming Mind Limitations

Presentation 7 out of 7 **is over!**



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Marketing Plan Specialist

MarketingPlanNOW



Last slide

41

The end!

