CREATIVE PROBLEM SOLVING

EVOLUTION & FUNDAMENTALS

Now...here's my plan...

The Bird's Eye View…

- *Welcome*
- *Who we are?*
- *Creative Problem Solving, in 4 minutes*
- *CPS v6.1 → CPS, The Thinking Skills Model*
- *What's new?*
- *Building on existing principles*
- *A quick bit of practice!*
- *Debrief*
- *Questions…Questions…Questions…*
- *Contact Information*
- *Powerpoint to be made available via YWCA*
- *But…before we start…*

18%

25%

57%

Bringing a diversity of perspectives to creativity, innovation and change leadership

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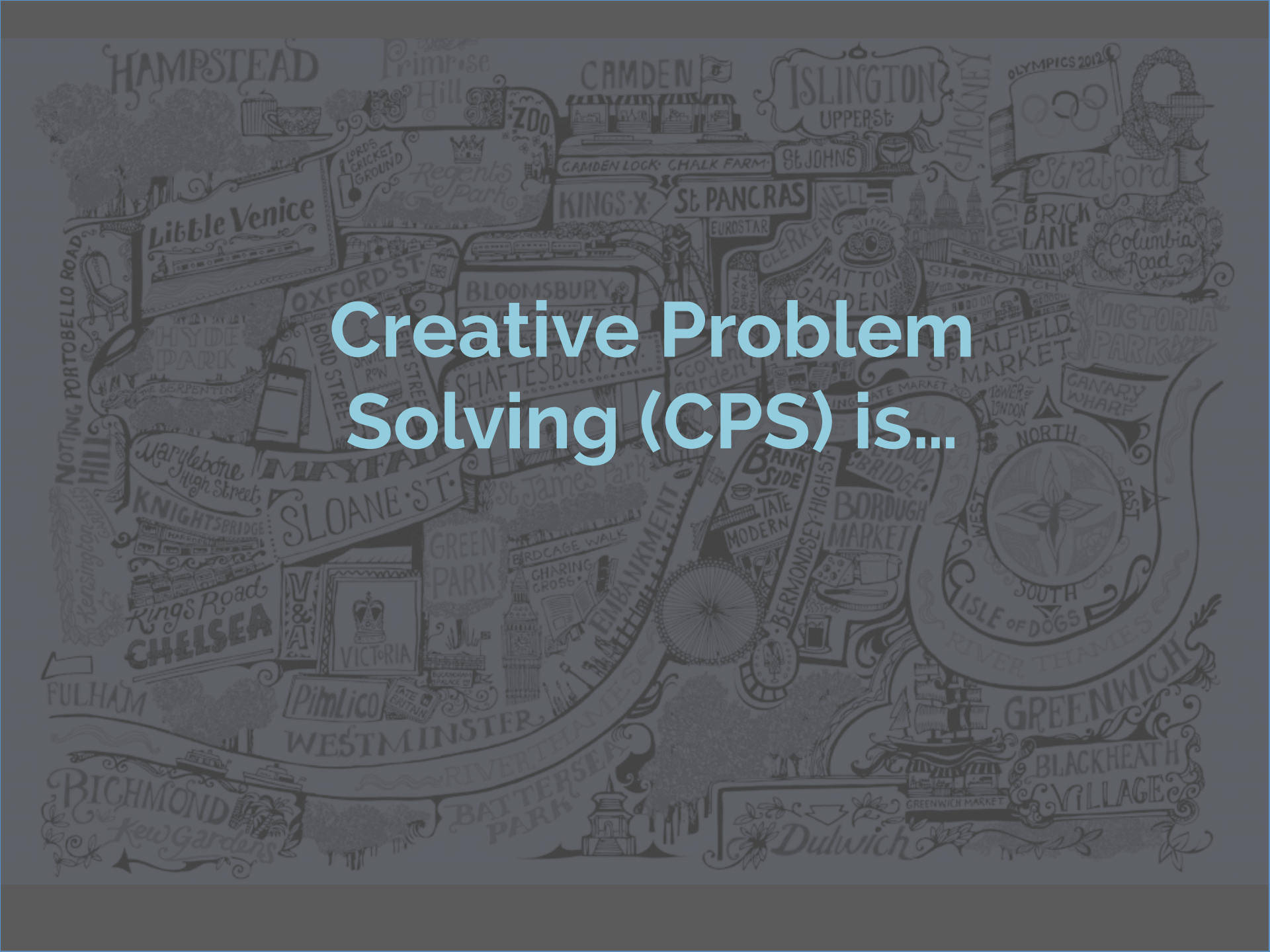
Ana Castellan

Ian Rosenfeldt

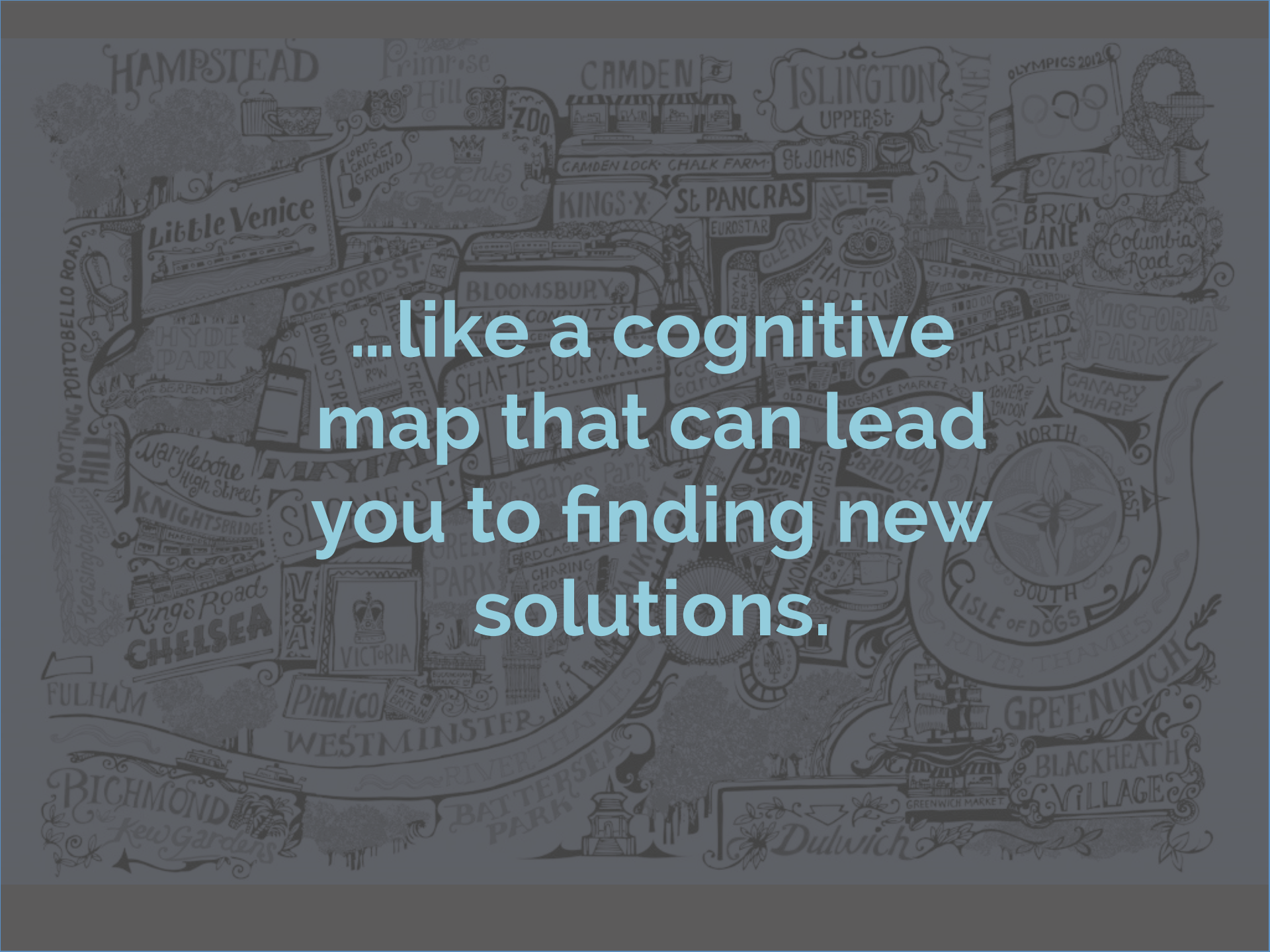
THE INTERNATIONAL CENTER FOR STUDIES IN CREATIVITY

LEARNING TO BREAK OUT

SUNY The State University of New York



Creative Problem Solving (CPS) is...



...like a cognitive map that can lead you to finding new solutions.

Alex Osborne
Advertisement Executive
BBDO

Sid Parnes
Researcher from
Pittsburgh University

HISTORICAL EVOLUTION OF THE CPS MODEL...

1942

CHALLENGE

The need for an explicit or defined creative process.

OUTCOME

The initial CPS model, guidelines and tools for generating ideas.

7 STEPS

1967

1963

1987

CHALLENGE

The need for a validated instructional program to deliberately develop creative talents.

OUTCOME

The Creative Studies Project and CPS instructional materials.

1987

CHALLENGE

The need to respond to key learning from the Creative Studies Project.

OUTCOME

The development and clustering into the three main components of the CPS process.

1992

1992

CHALLENGE

The need to respond to developments in cognitive science.

OUTCOME

A style neutral and prescriptive approach to CPS and the introduction of task appraisal.

1994

1994

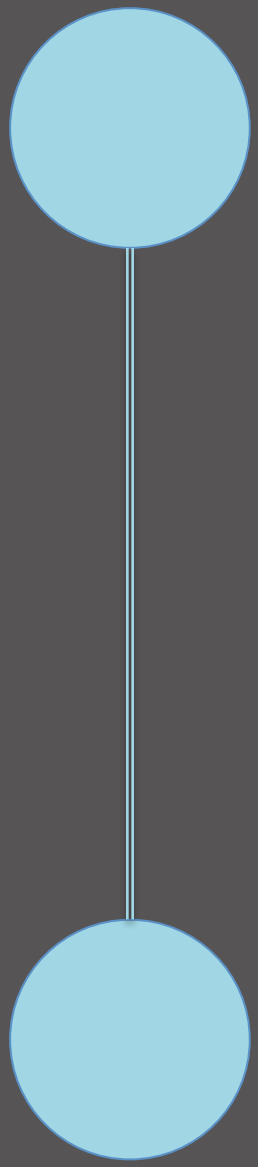
PRESENT

CHALLENGE

The need for a systematic way to process the results from task appraisal.

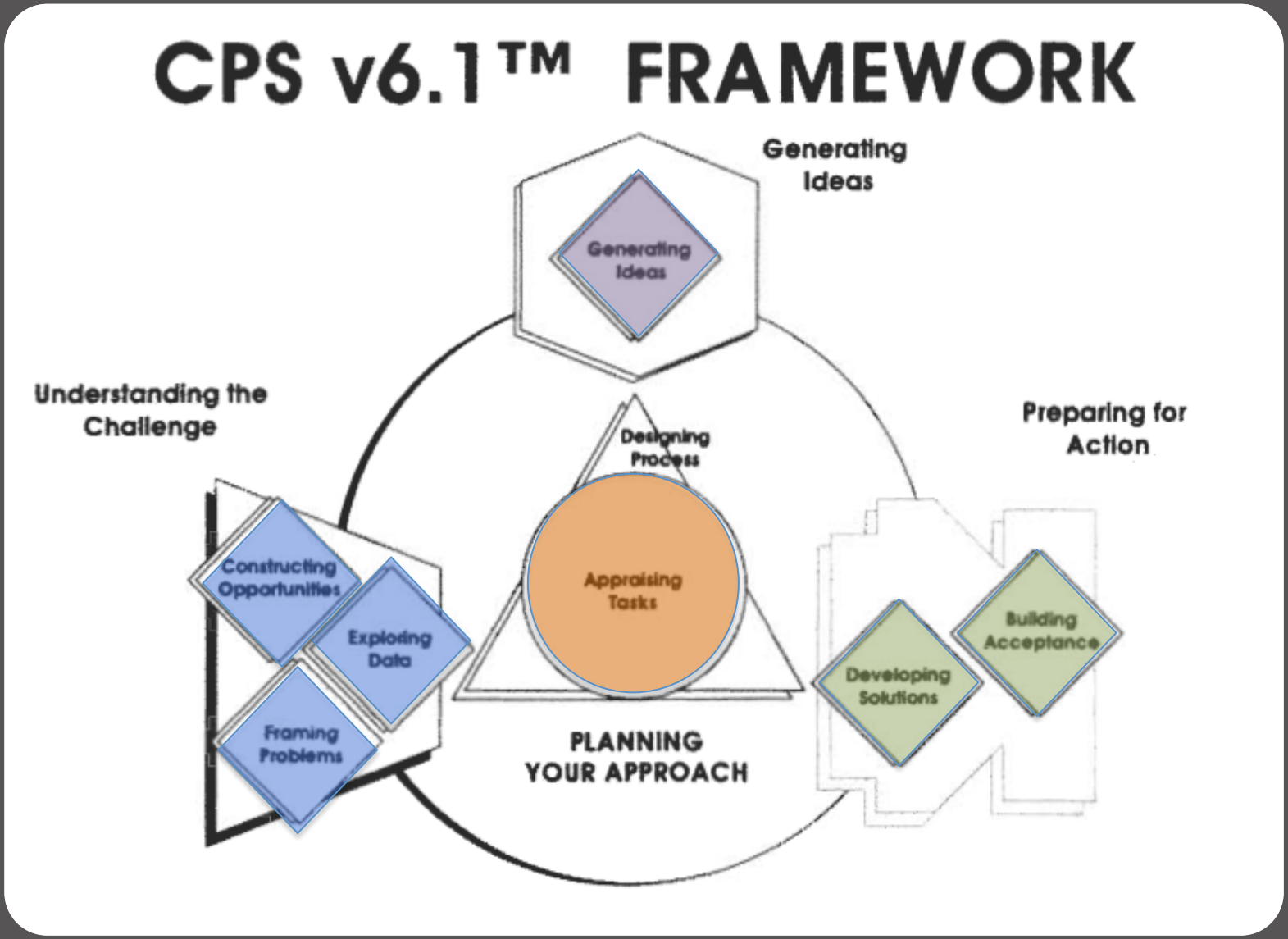
OUTCOME

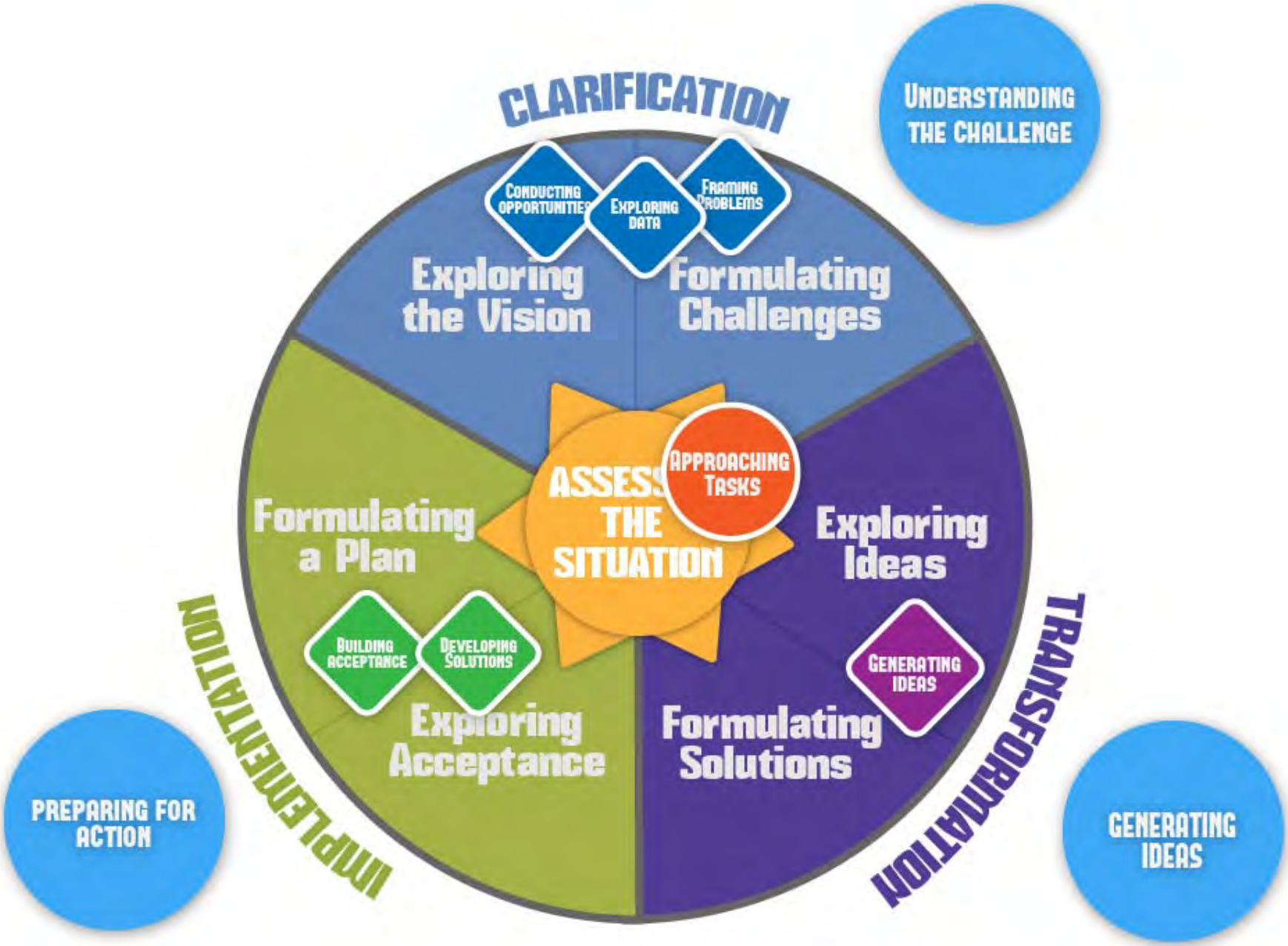
The integration of people, context, and desired results into the CPS framework and the introduction of common, accessible language and tools.

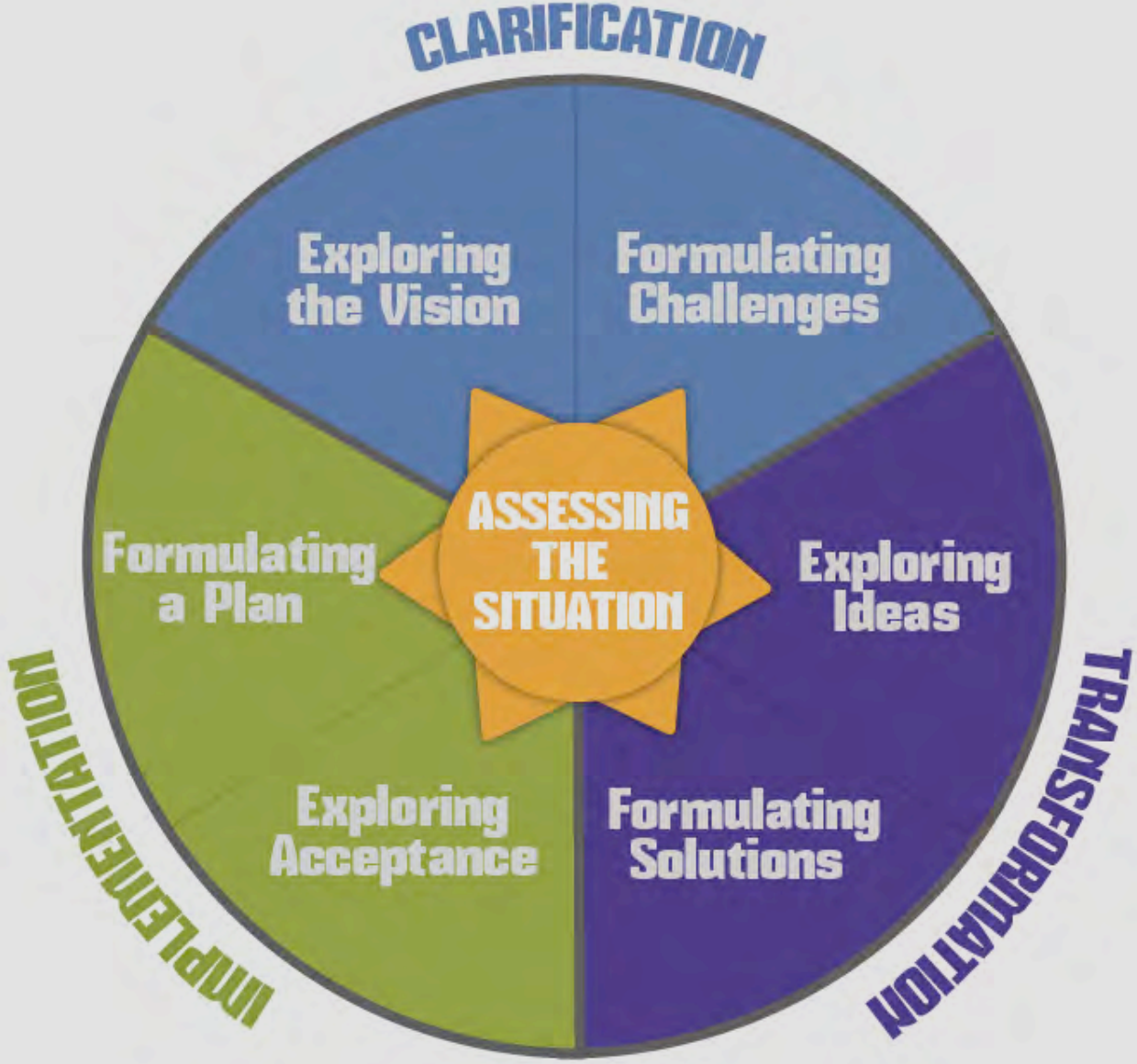


WORDS ARE GREAT, BUT HELP US VISUALIZE!

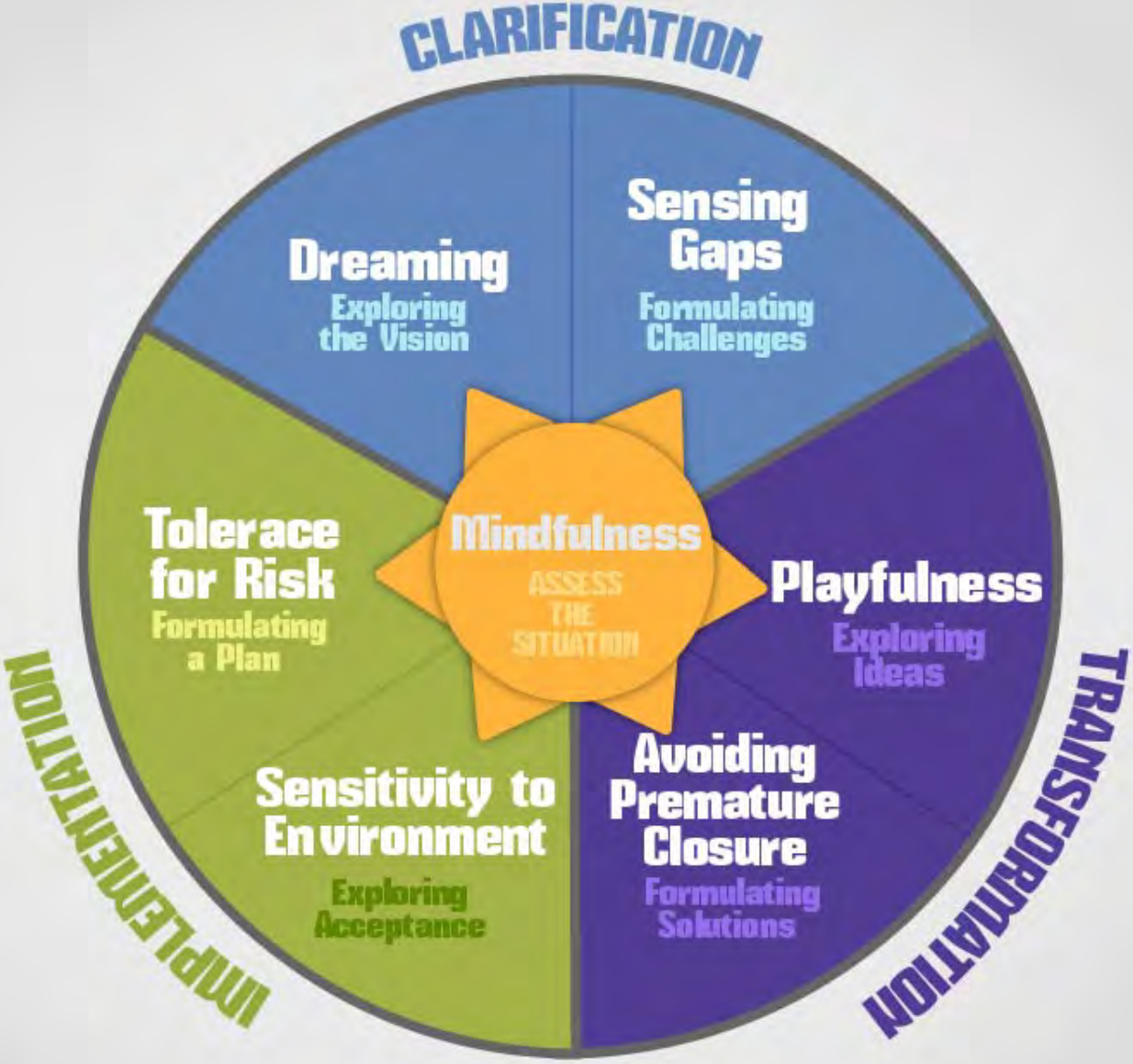
CPS v6.1


CPS v6.1™ FRAMEWORK
Generating Ideas
Generating Ideas
Understanding the Challenge
Designing Process
Preparing for Action
Constructing Opportunities
Exploring Data
Framing Problems
Appraising Tasks
Developing Solutions
Building Acceptance
PLANNING YOUR APPROACH


CLARIFICATION
UNDERSTANDING THE CHALLENGE
CONDUCTING OPPORTUNITIES
EXPLORING DATA
FRAMING PROBLEMS
Exploring the Vision
Formulating Challenges
ASSESS THE SITUATION
APPROACHING TASKS
Formulating a Plan
Exploring Ideas
BUILDING ACCEPTANCE
DEVELOPING SOLUTIONS
GENERATING IDEAS
Exploring Acceptance
Formulating Solutions
IMPLEMENTATION
TRANSFORMATION
PREPARING FOR ACTION
GENERATING IDEAS



COGNITIVE SKILLS



AFFECTIVE SKILLS

Building on existing principles...

DIVERGENT THINKING

- Defer judgment
- Go for quantity
- Make connections
- Seek novelty

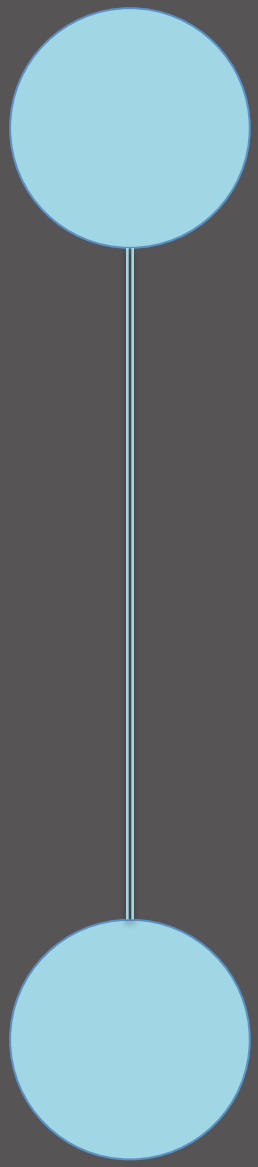
CONVERGENT THINKING

- Apply affirmative judgment
- Keep novelty alive
- Stay focused
- Check your objectives

★ Allow for incubation

STOP!
GO GO GO
GO GO GO
STOP!
STOP!
GO GO GO
GO GO GO
STOP!

Strive for Dynamic Balance



SO FAR SO GOOD… CAN YOU HIGHLIGHT THE KEY DIFFERENCES?

Assessing the Situation

It's not just about identifying information relevant to the problem

It's about getting information that will help you decide which part of the process will be the most effective when starting your problem-solving.

Diagnostic Thinking

The ability to use information to make decisions about appropriate process steps to be taken.

MINDULFUNESS

Diagnostic thinking is supported by the affective skill of Mindfulness.

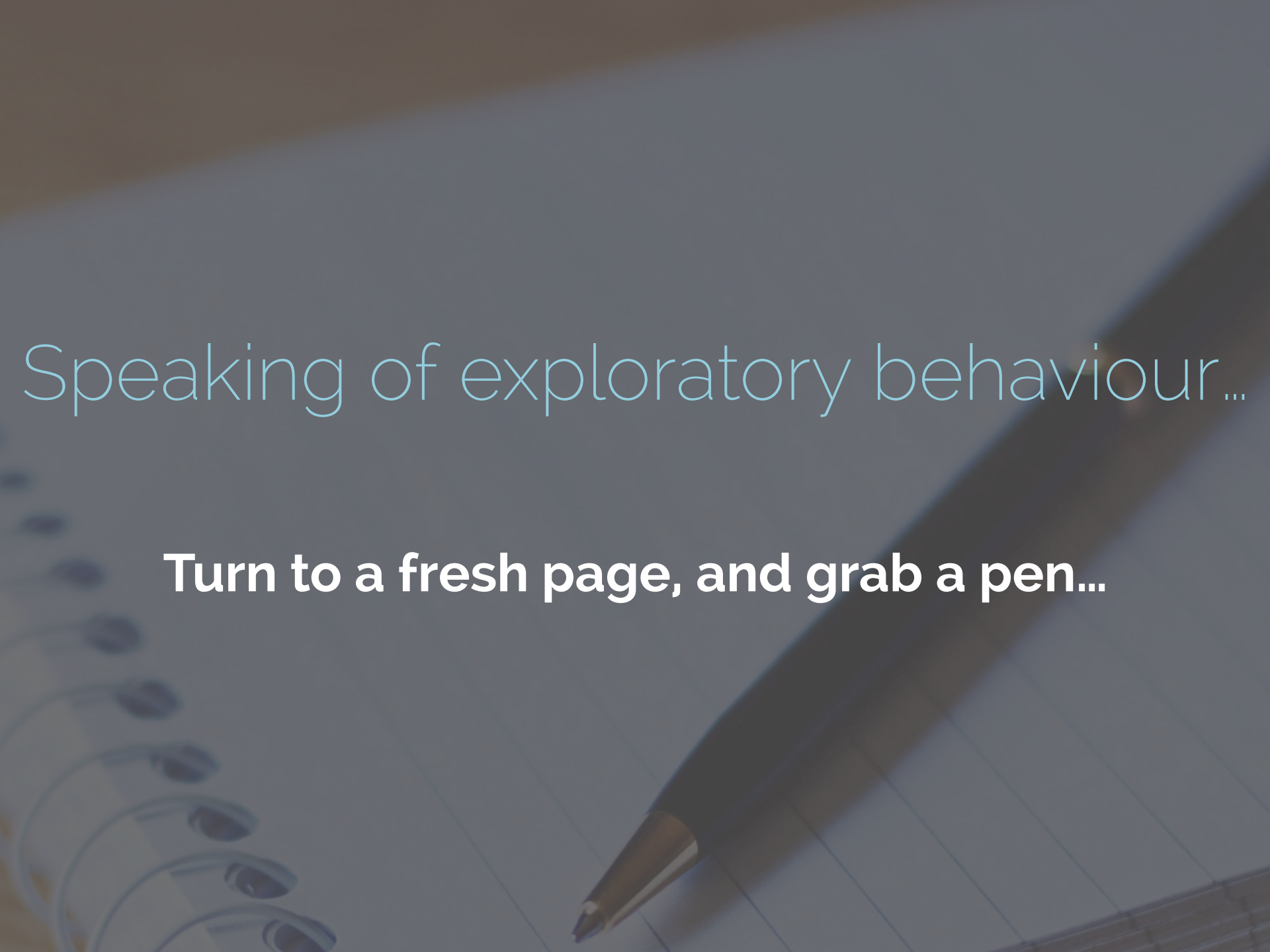
Mindfulness begins in bringing awareness to current experience, attending **thoughts, feelings, and sensations** *relative to the present situation by regulating the focus of attention.*

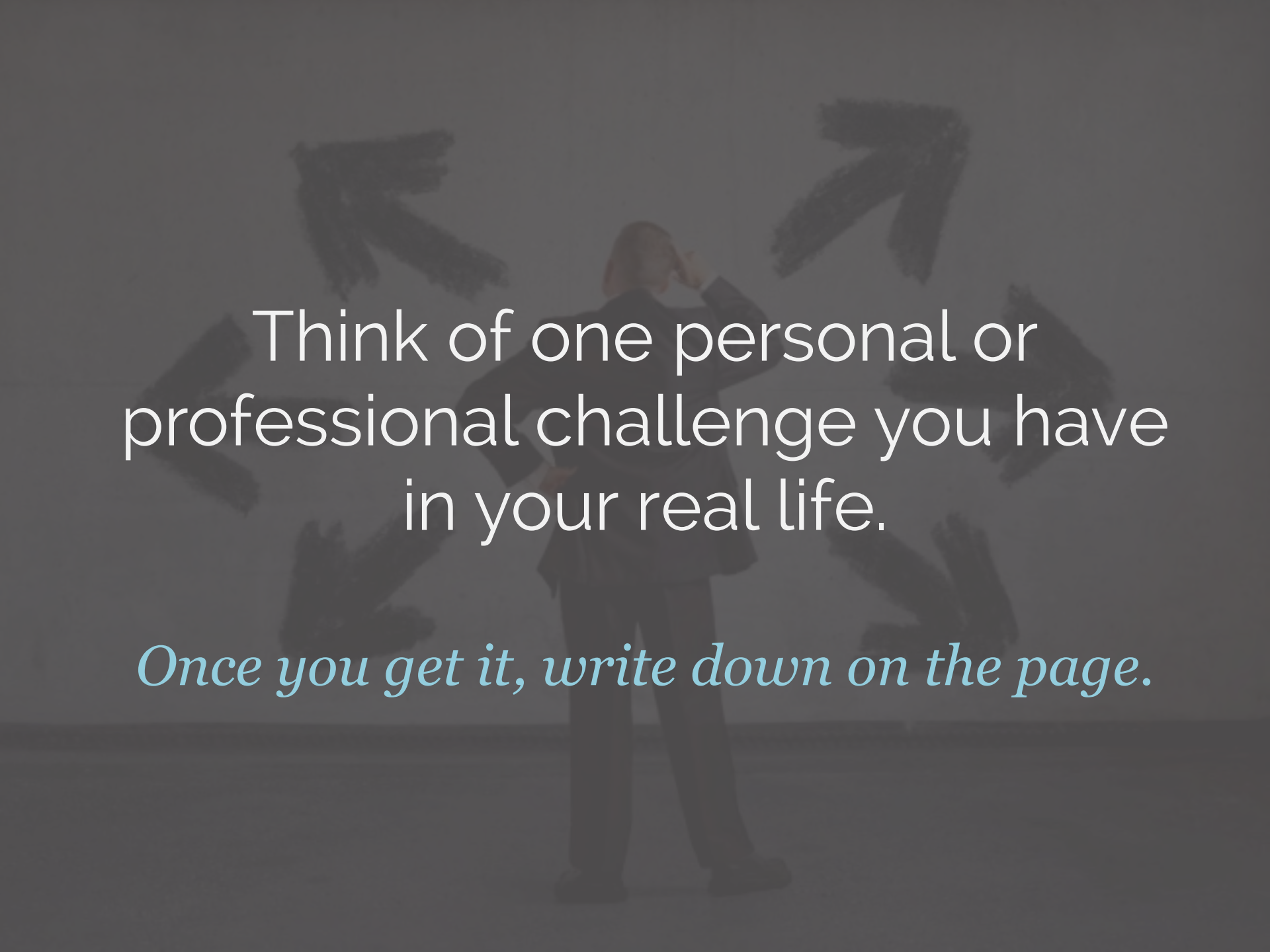
Mindfulness is based in...

CURIOSITY

Wanting to know more – Being Inquisitive.

Which means engaging in exploratory behavior


Speaking of exploratory behaviour...
Turn to a fresh page, and grab a pen...



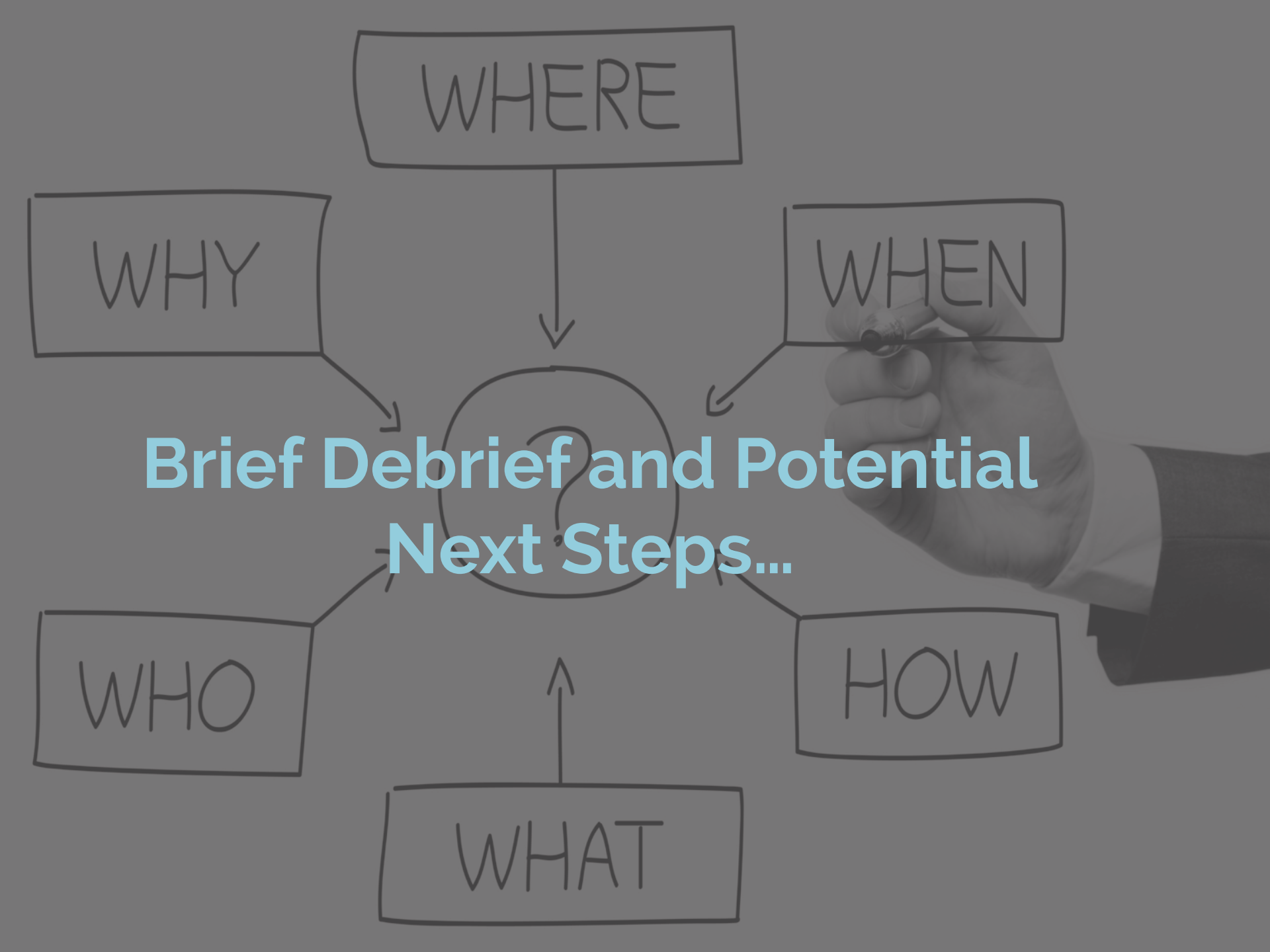
Think of one personal or professional challenge you have in your real life.

Once you get it, write down on the page.

TAKE
A
DEEP BREATH

Take the time to incubate on these questions, and see if you develop any additional insight.

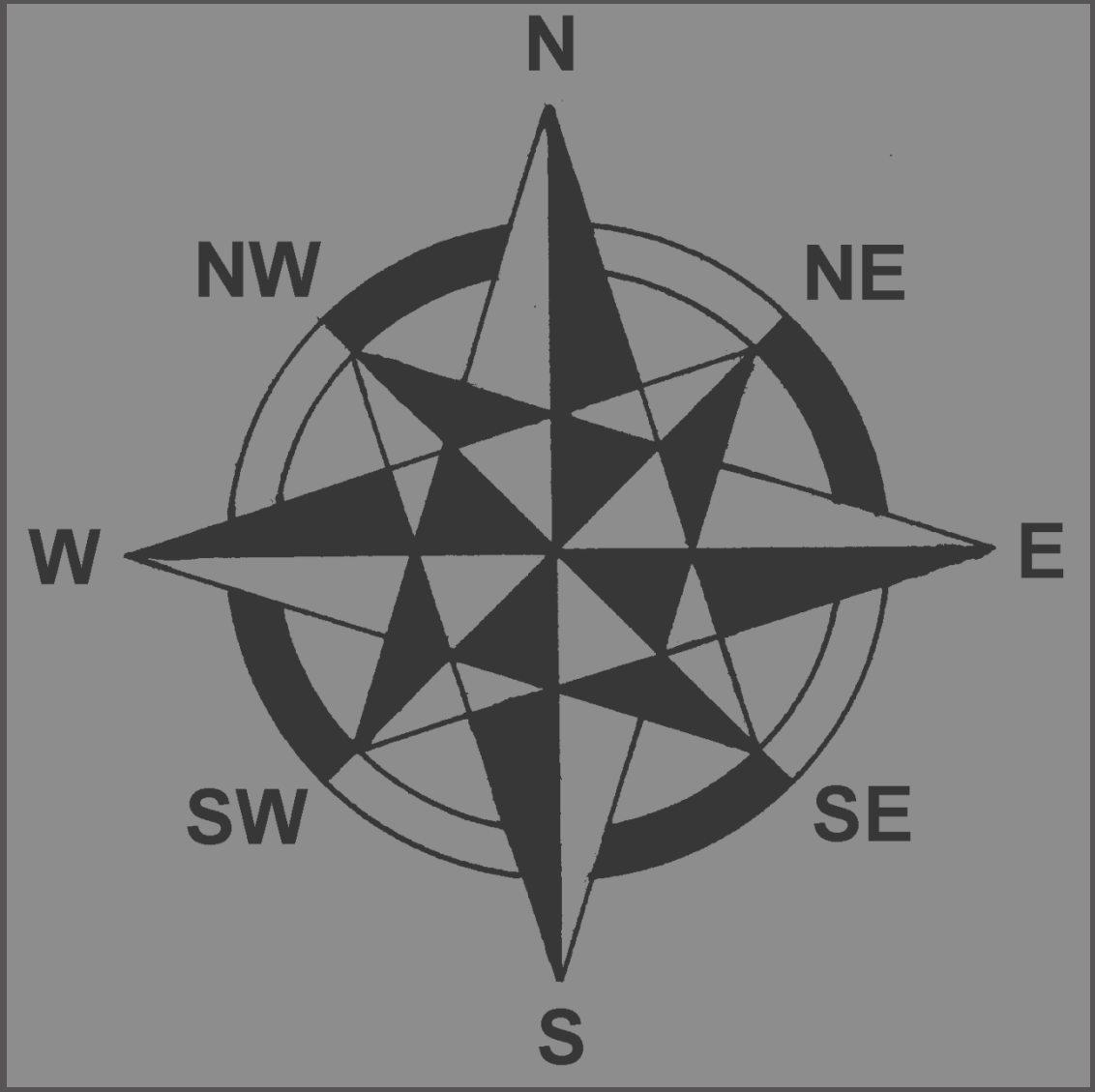
Restate your challenge by adding any new data or insights you've gathered through this process.



Brief Debrief and Potential Next Steps...

Challenge Question
FACTS
FEELINGS
HUNCHES
What are all the facts related to this question?
Who is involved?
When did this start?
Where is this taking place?
How have you handled similar situations?
Why is this a challenge?
What are your feelings about this question?
What excites you?
What are you afraid of?
What makes you anxious?
How does this question affect your emotions?
How do your beliefs, values and culture influence your reaction to this question?
What 'signs' have you noticed - both internally and externally?
What is your 'gut' reaction to this question?
When you reflect on this question, what do you notice?

GPS for CPS



Exploring the vision

Picture, dream, look at, forecast, contemplate, see, speculate, ponder, wonder about.

Formulating Challenges

Clarify, untangle, explicate, define, decipher, clear up, uncover, discern why.

Exploring Ideas

Come up, invent, break through, originate, innovate, hatch, fashion, think up, find a way, make up, design a way.

Formulating Solutions

Develop, elaborate, expand, evaluate, flesh out, strength, refine, analyze, maximize, build on.

Exploring acceptance

Sell, convince, market, promote, leverage, influence, persuade, pitch, position, introduce, advocate, popularize, recommend.

Formulating a Plan

Execute, implement on, script, orchestrate, devise, plot, outline, organize, rollout, sequence, act, carry out.

QUESTIONS?

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