

# Creative Thinking



## See New Possibilities

Steve Finkelstein

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“Creativity is the ability to look at the same thing as everybody else, but see something different.”

[What a Great Idea! 2.0: Unlocking Your Creativity in Business and in Life](#)  
*by Charles Chic Thompson*



# Count the Fs

**FANNY FILINGER WAS OF THE IMPRESSION  
THAT EIGHTY-SIX YEARS OF HISTORY SHOW  
THAT SCIENTIFIC RESEARCH IS OF THE  
UTMOST IMPORTANCE IN EVERY CASE OF  
FUTURE GENERATIONS.**





# Wheel of Fortune

Category: *Quote*



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# Paradigms

# Paradigm

- Greek origin – “paradeigma” pattern
- Set of rules that define boundaries
- Double edged sword – solve problems, filter
- Paradigm shift – change the game, new rules
- Going Back to Zero rule

# Famous Paradigms

**“I think there is a world market for about five computers.”**

*Thomas J. Watson, Chairman of IBM, 1943*

**“Who the hell wants to hear actors talk?”**

*Harry Warner, Co-founder of Warner Brothers Pictures, 1927*

**“Flight by machines heavier than air is unpractical and insignificant, if not utterly impossible.”**

*Simon Newcomb, Astronomer, 1902*


**“There is no reason for any individual to have a computer in their home.”**

*Ken Olsen, President of Digital Equipment Corp., 1977*


**“Sensible and responsible women do not want to vote”**

*Grover Cleveland, 44<sup>th</sup> President of US, 1905*

# Killer Phrases



“ You must be out of  
your .....mind.”



“Yes,  
but.....”

# Killer Phrases

We have tried that before	Let's form a committee	You've got to be kidding
It's against company policy	Leadership will never approve it	It's not in the budget
I had that idea 3 years ago	This is the way we've always done it	It will never work
Great idea but not for us	It'll never fly	I'll get back to you
Let's be practical	Don't rock the boat	Yes, but.....
What will people say?	People don't want to change	Not in my life time
If it ain't broke don't fix it	Maybe next year	Let's get real, okay

# Follow My Lead

Hop

Cop

Mop

Flop

# *Math Warm-up*

1000

40

1000

30

1000

20

1000

10

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# Paradigm Shift Question

What is impossible today, that if were possible, would have a dramatic and fundamental improvement in your .....?



What are some *paradigms*  
in your industry?



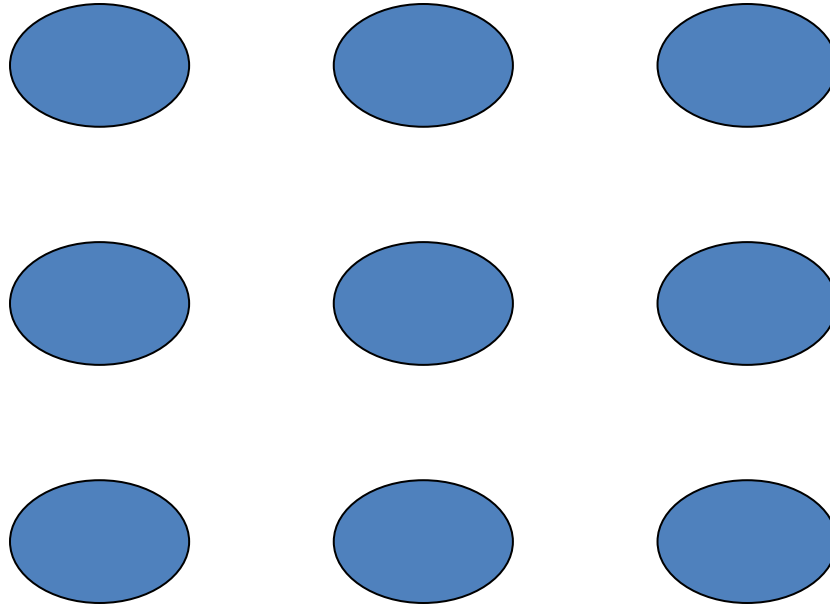


“Never, ever think  
outside the box”



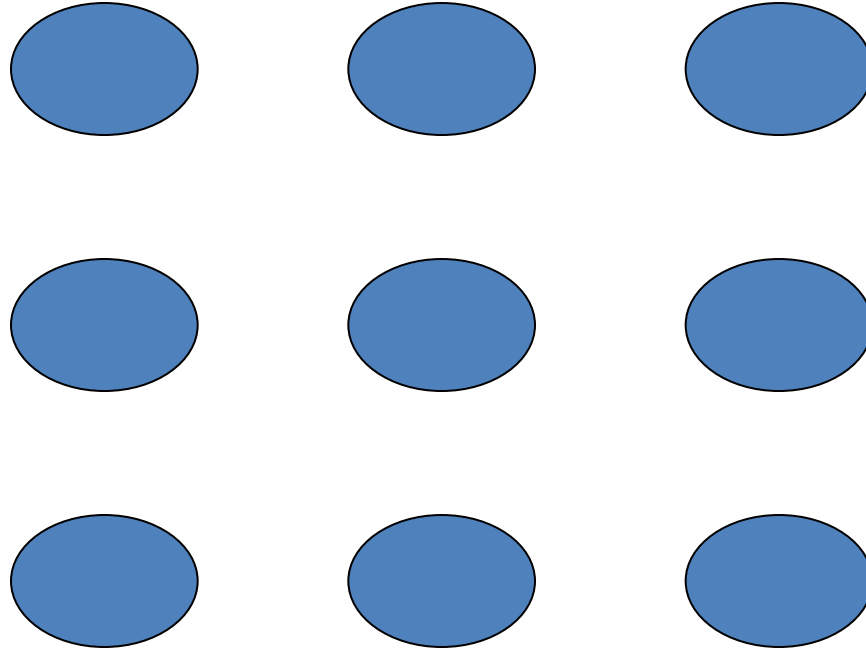
# CONNECT THE 9 DOTS WITH 4 STRAIGHT LINES.

*DO NOT LIFT THE PEN FROM THE PAPER OR RETRACE A LINE*

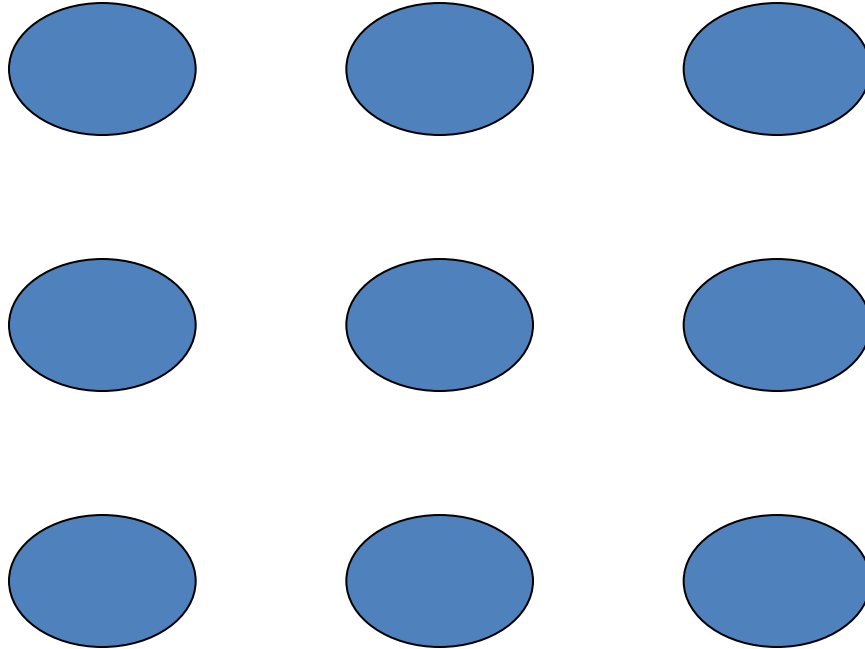


# Nine Dots - 3 Straight Lines

*DO NOT LIFT THE PEN FROM THE PAPER OR RETRACE A LINE*



# CONNECT THE 9 DOTS WITH 1 LINE



*Draw one line on either side of the equation to make this an equality*

$$\mathbf{V} = 4$$

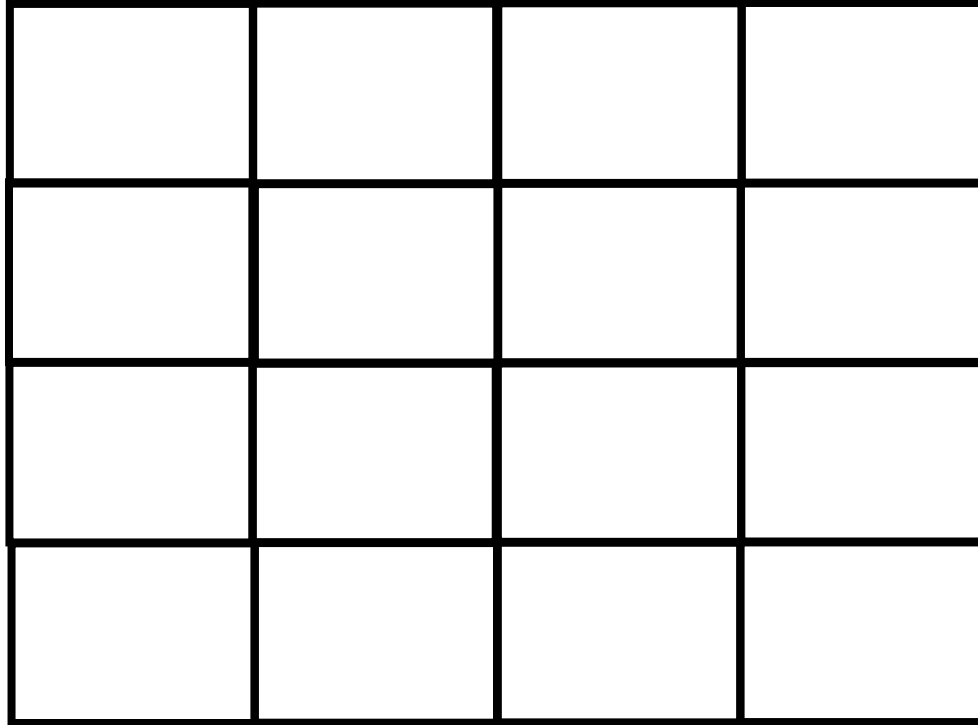
*Draw one line on either side of the equation  
to make this an equality*

$$\mathbf{IX} = \mathbf{VI}$$

*Draw one line on either side of  
the equation to make this an  
equality*

$$V \quad | \quad = \quad |$$

# How many squares do you see?



# Math Challenge




See Possibilities

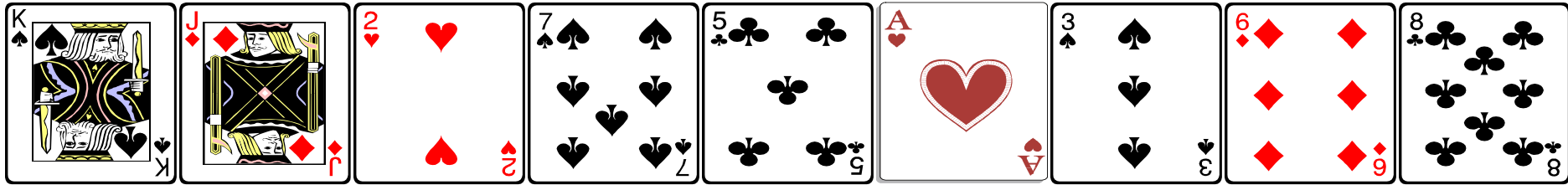
# **THE MAGIC OF THE COO**

# The Magic of the COO

3rd Remember

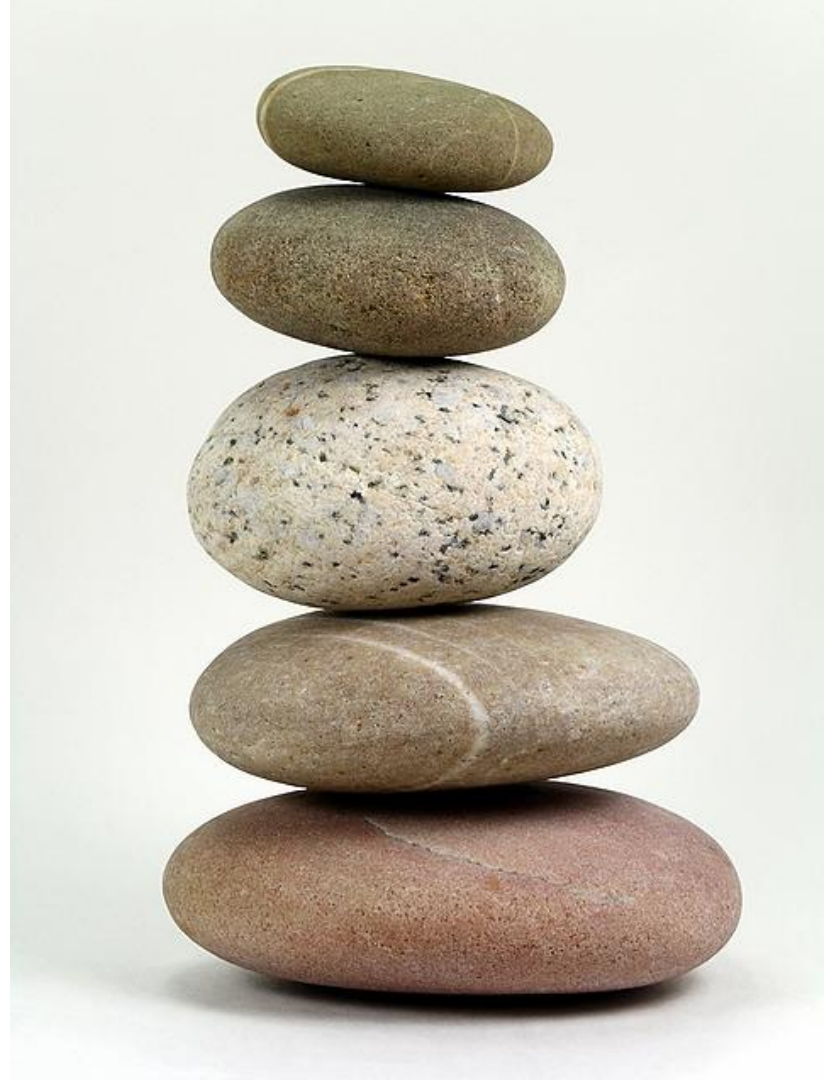


TOP



Bottom

# Balance



# Challenge



Balance 6 nails  
on the head of  
1 nail





# President Card Trick

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Magic



# Creativity Bingo

Vertical, Horizontal or Diagonal

	B	I	N	G	O
	X	X	X	X	X
	X			X	
	X		Free		
	X	X			
	X				

The image shows a 5x5 Creativity Bingo card. The columns are labeled B, I, N, G, and O. The card contains several blue 'X' marks and a grey 'Free' space. A red line with arrows at both ends indicates a winning path: it starts at the top-left 'X' (row 1, column B), goes horizontally across the top row to the 'X' in column O, then diagonally down to the 'X' in row 4, column I, and finally vertically down to the 'X' in row 5, column B.

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# Contact Information



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*Experience the People, Experience the Process, Experience the Results*