

Creativity and Problem Solving

Clarify the problem.

Write down the initial statement to your problem. This statement should begin with words like, "In what ways might I...". If your problem cannot be stated using these words, you should re-evaluate the nature of your problem.

Examples of appropriate problem statements include: "In what ways might I raise funds for my social club? In what ways might I become more self-confident? In what ways might I find a new job?"

Preliminary questions for your left-brain:

- 1) *Who else has the problem?*
- 2) *Who needs to solve the problem more than you?*
- 3) *What are the problem's major weaknesses?*
- 4) *What can be changed about the problem?*
- 5) *What will it be like if the problem is solved?*
- 6) *What is the principle underlying the problem?*
- 7) *What problem elements are related to one another?*
- 8) *What assumptions are you making about the problem?*
- 9) *What seems to be most important about the problem?*
- 10) *Where does the problem fit into the larger scheme of things?*
- 11) *Why is this situation a problem?*
- 12) *Why do you want to solve the problem?*

Hints to stimulate creativity:

- ▶ *Use relaxation methods*
- ▶ *Withhold all judgment*
- ▶ *Use all of your senses*
- ▶ *Ask, "What's good about it?"*
- ▶ *Use your intuition*
- ▶ *Free associate*
- ▶ *Exaggerate your objectives*
- ▶ *Ask, "What if?"*
- ▶ *Use analogies*
- ▶ *Use creative visualization*

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