

# Think Again: The Strategic Role of Creativity

Dr David J Hall

Managing Director, The Ideas Centre Ltd  
Visiting Professor of Business Creativity, University of  
Bedfordshire

# Agenda

- Blockages to Creativity
- Playfulness
- Techniques

# **CREATIVITY**

The generation of novel and useful ideas

# **INNOVATION**

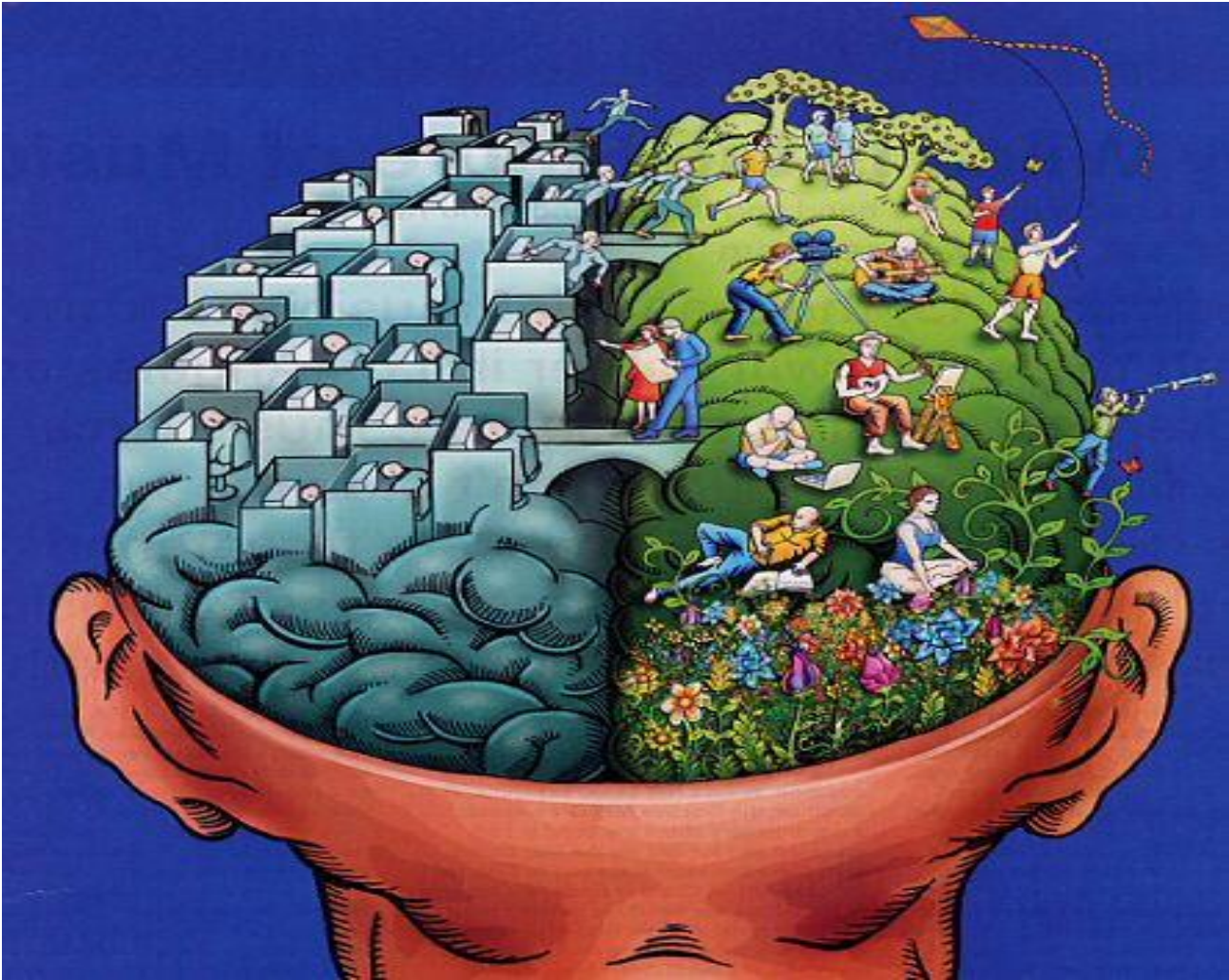
Making money/adding value out of creativity

# Blockages

1. The Thinking Process
2. Patterning Systems

# The Thinking Process

- First Stage Thinking  
(Lateral Thinking)
- Second Stage Thinking  
(Vertical Thinking)



# Patterning Systems

# Playfulness

- Imagination
- Intermediate Impossible



# Creativity Techniques

- Synectics
- Rolestorming
- Provocation
- Storyboards
- Greetings Cards
- Bionics
- Brainwriting
- Finger-Painting
- 6 Thinking Hats
- Superheroes
- Brainstorming
- Snowballing
- Proverbs
- Boundary Examination
- Positive Thinking
- LEGO

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**Feel free to contact me on:**

**d.hall@ideascentregroup.com**

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