



Generating Solutions

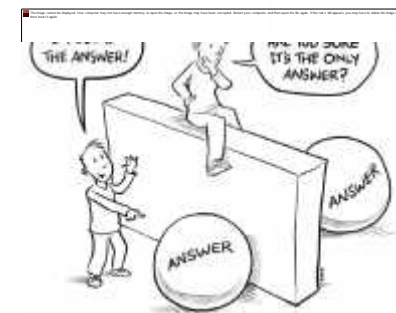
Breaking Down Barriers to Generating Solutions

Causes of Mental Blocks



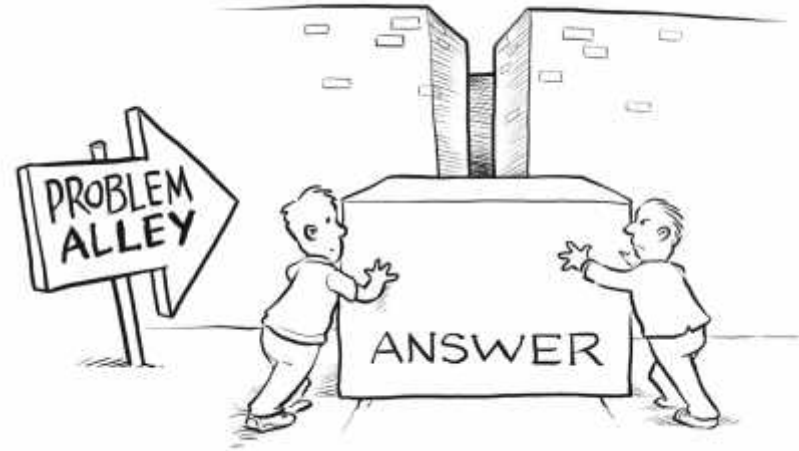
Common Causes of Mental Blocks

- Defining the problem too narrowly
- Getting “**hooked**” on the first solution that comes to mind.
- Getting “**hooked**” on a solution that almost works (but really doesn’t).
- Defining the problem too narrowly.
- Assuming there is only one right answer.
- Being distracted by irrelevant information, called “mental dazzle”.
- Getting frustrated by lack of success.
- Being too anxious to finish.
- Defining problem ambiguously

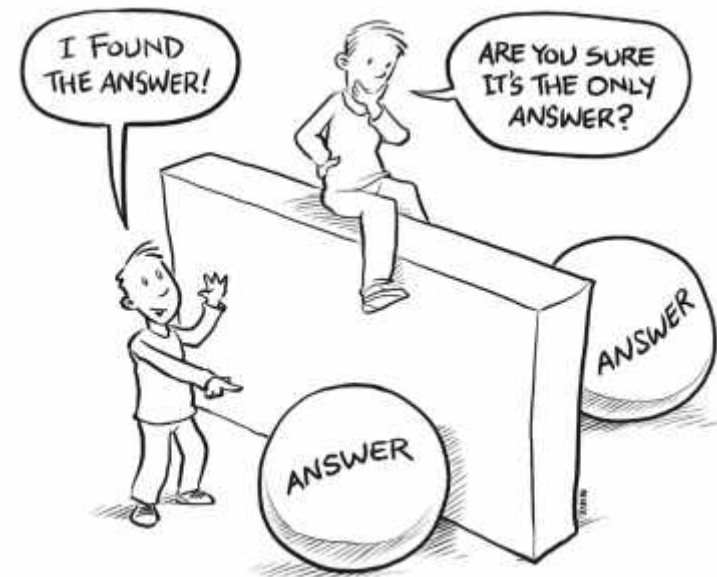


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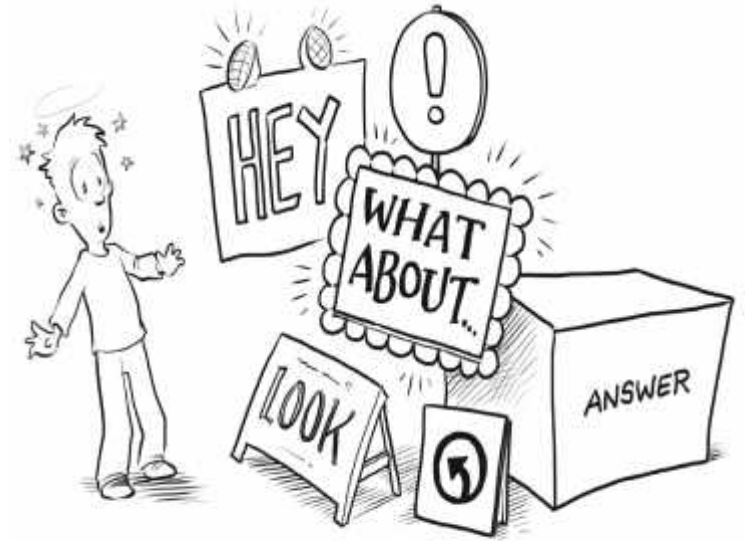
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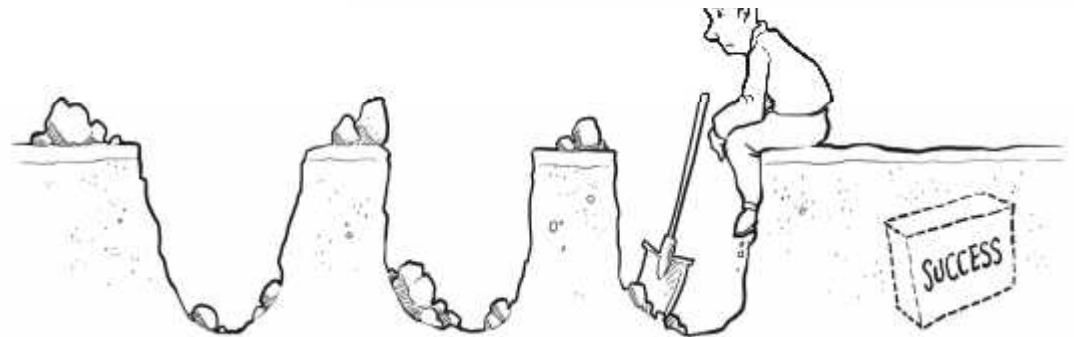
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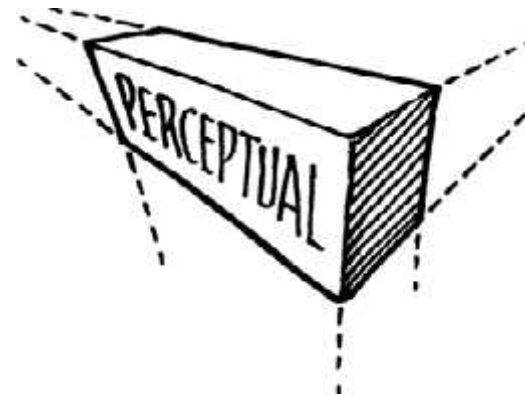
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Recognizing Mental Blocks

Adams' 6 Types of Conceptual Blocks

A. Perceptual Blocks

- *Limiting the problem unnecessarily (9 Dots)*
- *Stereotyping (Flashlight in Desert)*
- *Saturation or information overload (Air Traffic Controllers)*



Recognizing Mental Blocks


B. Emotional Blocks

- *Fear of risk taking* (Number one Inhibitor)
- *Lack of appetite for chaos* (Must learn to live with confusion)
- *Judging rather than generating ideas* (Wild ideas)
- *Inability to incubate*









Earth

what our planet looks like from 100 million miles away
(Picture taken from Mars)

Recognizing Mental Blocks

C. Cultural Blocks (Taboos)

(rescuing the Ping pong)



D. Environmental Blocks (Distractions)



Recognizing Mental Blocks

E. Intellectual Blocks (Don't have background knowledge)



F. Expressive Blocks (Can't communicate easily with others)



Goman's Blockbusters

Block	Blockbuster
<p>1. Negative Attitude Focusing attention on negative aspects of the problem or possible unsatisfactory outcomes hampers creativity.</p>	<p>1. Attitude Adjustment List the positive outcomes and aspects of the problem. Realize that with every problem there is not only danger of failure but an opportunity for success.</p>
<p>2. Fear of Failure One of the greatest inhibitors to creativity is the fear of failure and the inability to take a risk.</p>	<p>2. Risk Taking Outline what the risk is, why it is important, what is the worst possible outcome and, what your options are with the worst possible outcome and how you would deal with this failure.</p>
<p>3. Following the Rules Some rules are necessary, such as stopping at a red light, while others hinder innovation.</p>	<p>3. Breaking the Rules Practice trying new things. Take a different route to work, try a new food, go somewhere you've never gone.</p>
<p>4. Over-reliance on Logic A need to proceed in a step-by-step fashion may unfortunately relegate imagination to the background</p>	<p>4. Internal Creative Climate Turn the situation over to your imagination, your feelings, your sense of humor. Play with insights and possibilities.</p>
<p>5. You Aren't Creative Believing that you are not creative is a serious hindrance to generating creative solutions. Believing that you can't do something is a self- fulfilling prophesy.</p>	<p>5. Creative Beliefs Encourage your creativity, by asking "what-if" questions; daydream, make up metaphors and analogies. Try different ways of expressing your creativity.</p>