

Creative Problem Solving

Presented by

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Where are creativity and innovation hiding?

Maslow's hammer, popularly phrased as "[if all you have is a hammer, everything looks like a nail](#)"

from Abraham Maslow's *The Psychology of Science*, published in 1966.

Creative Problem Solving

Solving problems is the ultimate human challenge and we all approach them in our own unique way. Our personality, our training and our experience all subtly direct our problem solving abilities in different ways. Are we even solving the right problem?

Our Creative Problem Solving programmes are designed to significantly enhance business potential by improving innovation and creativity capabilities in the workplace. Attendees are shown how to think in different ways, utilise external experiences and come up with amazing insights into problem resolution.

Typical areas covered include:

- Problem solving techniques
- Defining the problem
- Creative thinking
- Breaking mental habits
- Thinking processes
- Mind mapping
- Effective brainstorming
- Analysing problems
- Deciding on solutions
- Planning actions & monitoring results

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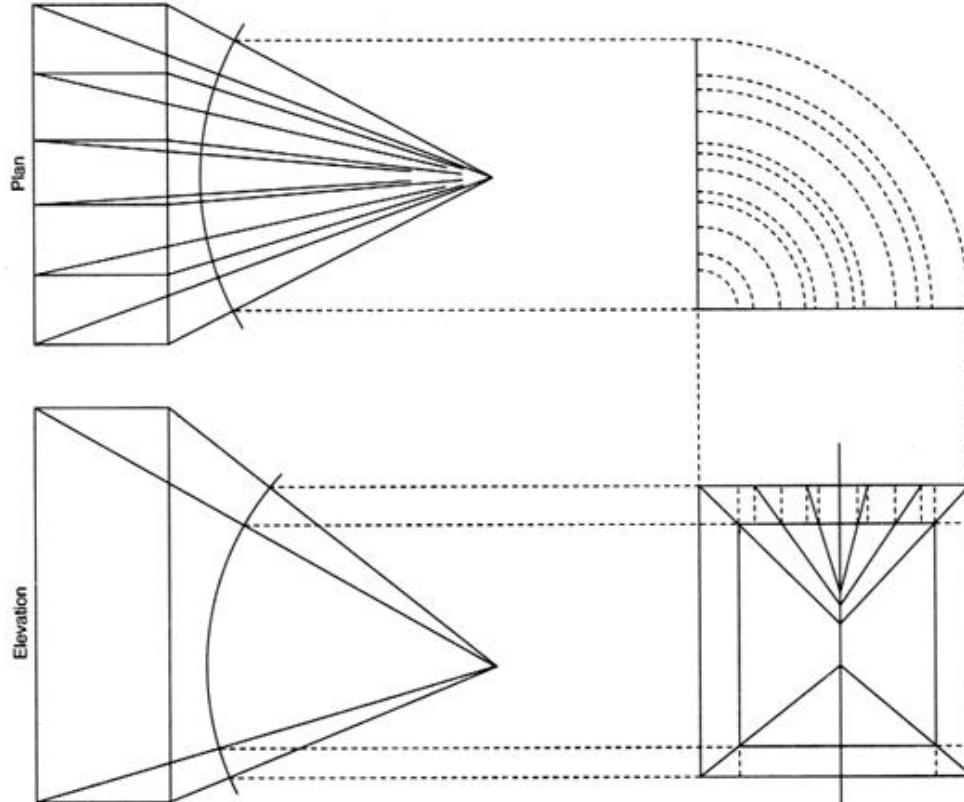
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...providing a unique and innovative approach to business coaching & training



It's all about perspective



Whose Perspective?

- The leader? From the front or up the hill?
 - The brain? Is it a bus or a tram?
 - Patterns and Anti-patterns
 - The Science and the Art
-
- Are you even trying to solve the wrong problem?

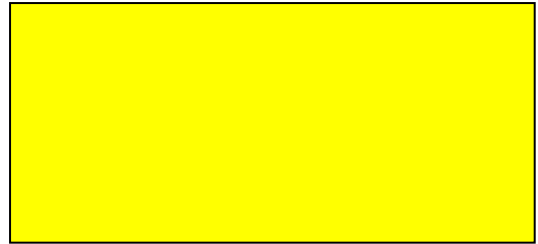
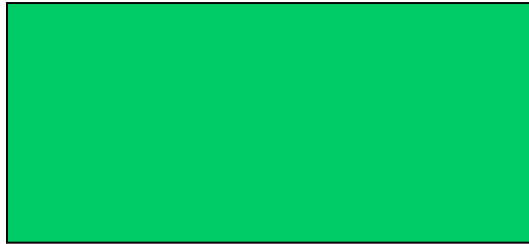
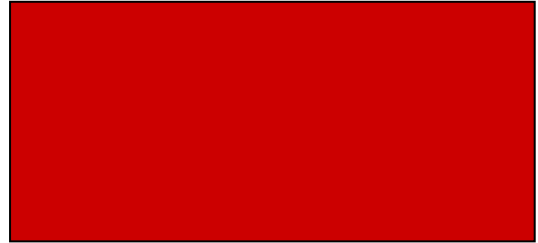
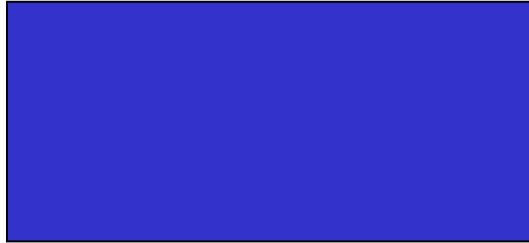


Predestination

There once was a man who said "Damn!
It is borne in upon me I am
An engine that moves
In predestinate grooves;
I'm not even a bus, I'm a tram."

Maurice E. Hare (1886-1967)

Personality and Creative Problem Solving



Personality Styles

BLUE



RED



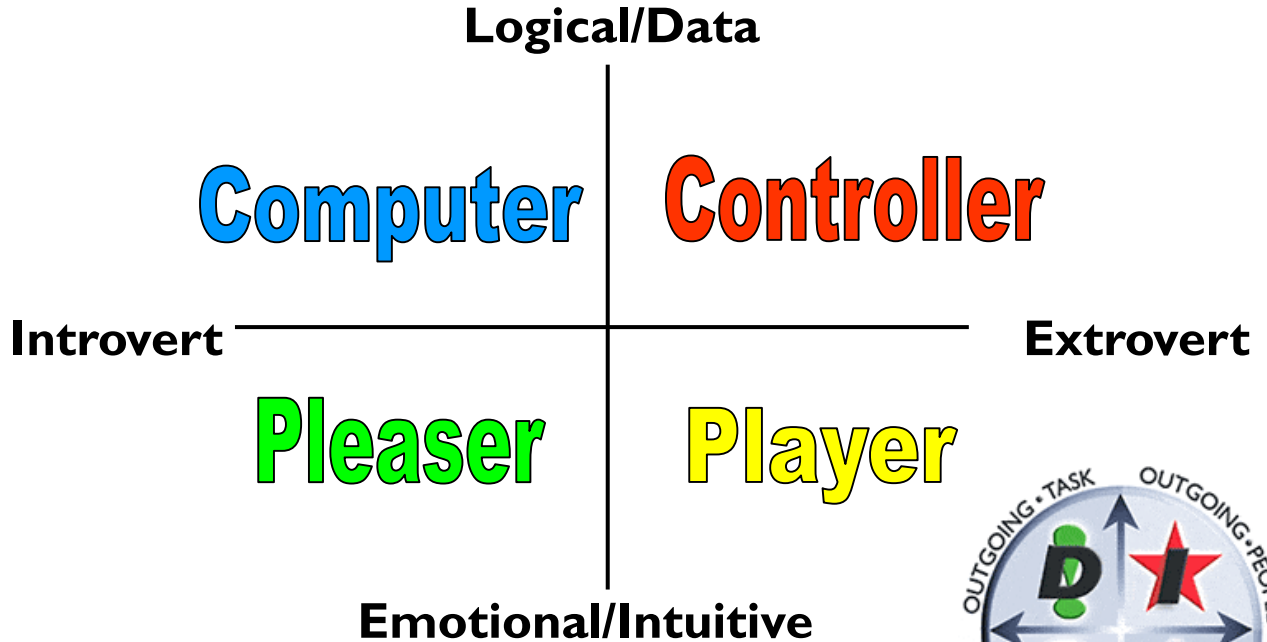
GREEN



YELLOW

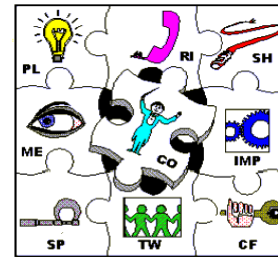


Personal Styles



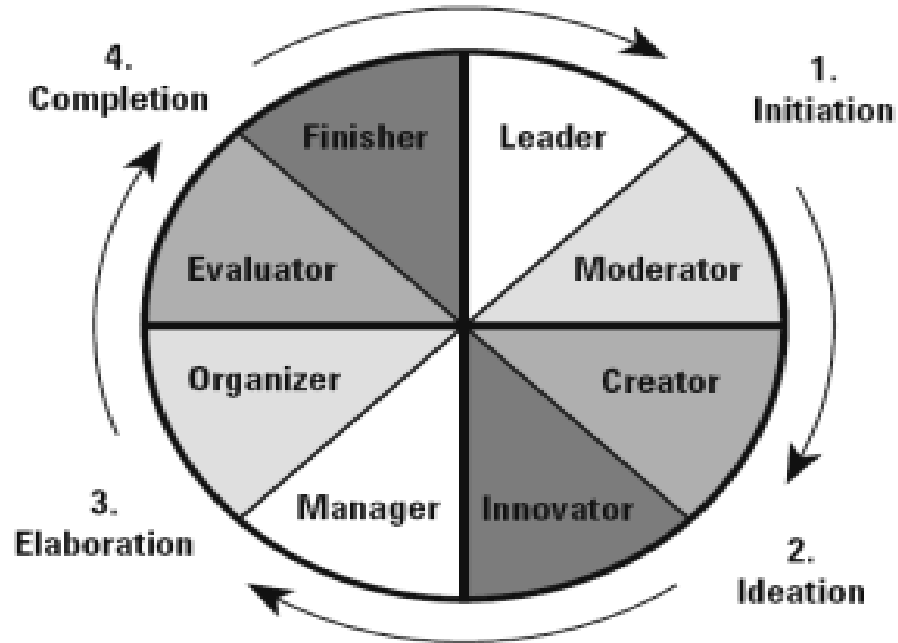
Belbin Roles

Team Role	Strengths	Allowable Weakness
Plant (PL)	Creative, unorthodox	Ignores incidentals
Resource Investigator (RI)	Enterprising, develops contacts	Over-optimistic
Co-ordinator (CO)	Good chairperson, clarifies goals	Manipulative
Shaper (SH)	Challenging, dynamic	Provocative
Monitor Evaluator (ME)	Discerning, judges accurately	Slow moving
Team Worker (TW)	Cooperative, diplomatic	Indecisive
Implementer (IMP)	Efficient, disciplined	Inflexible
Completer Finisher (CF)	Conscientious, painstaking	Reluctant to delegate
Specialist (SP)	Single minded, seeker of knowledge	Contributes on a narrow front



BELBIN TEAM ROLES

So who are we missing and what is the effect?



The Team-Roles Model.



A tale of two travellers



A Mercedes Benz and a Segway

Personal Examples

- Career Problems at Cadbury's
- Commercial Problems at Sainsbury's
- Technical Problems at Nokia
- Procurement Problems at BAE
- Evidence Problems in Social work
- Interview Problems in Senior Medics



Sainsbury's
Try something new today



NOKIA
Connecting People

BAE SYSTEMS

I and T

- 'I' shaped people who only understand their own function
- 'T' shaped people who understand the process that they are part of and their own functional strengths.

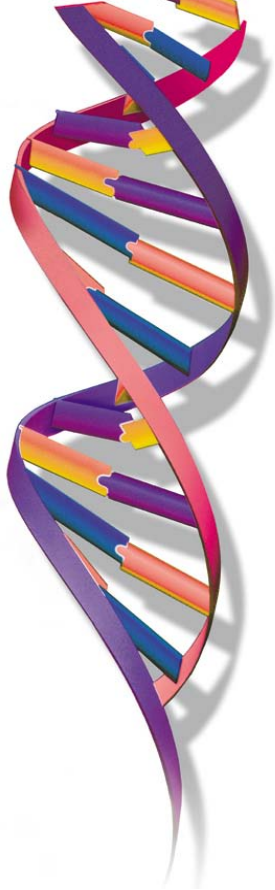


More I & T

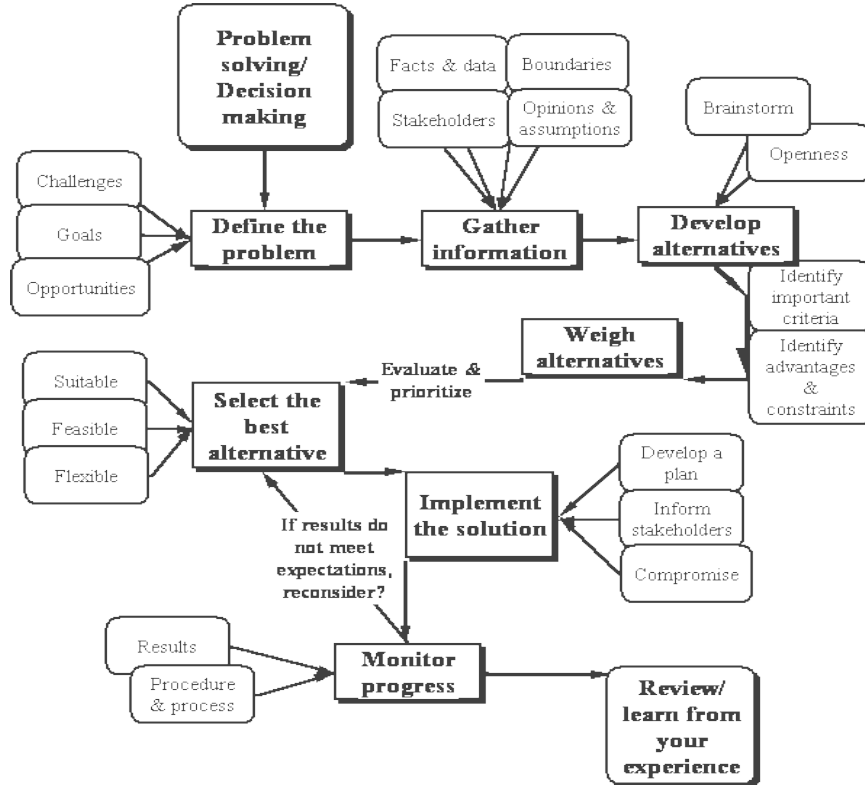
- “I” people work metaphorically with their arms by their sides. They may well be good at what they do but their focus is on their functional expertise. They ignore the connections and interrelationships with those on either side of them – their internal customers and suppliers.
- In contrast, “T” people work with their arms out-stretched. They are just as competent as “I” people in what they do but unlike “I” people, they build connections and relationships with those on either side of their out-stretched arms. They seek to understand the needs of their suppliers and customers alike; their focus is on optimising the whole, not their individual part of it.



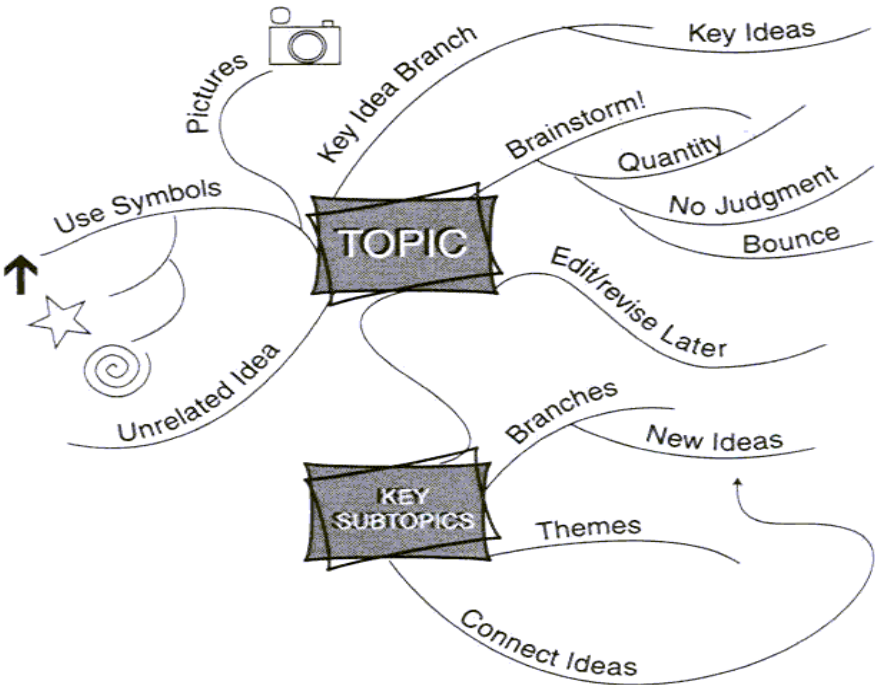
Some Methodical Approaches



Problem Solving Process

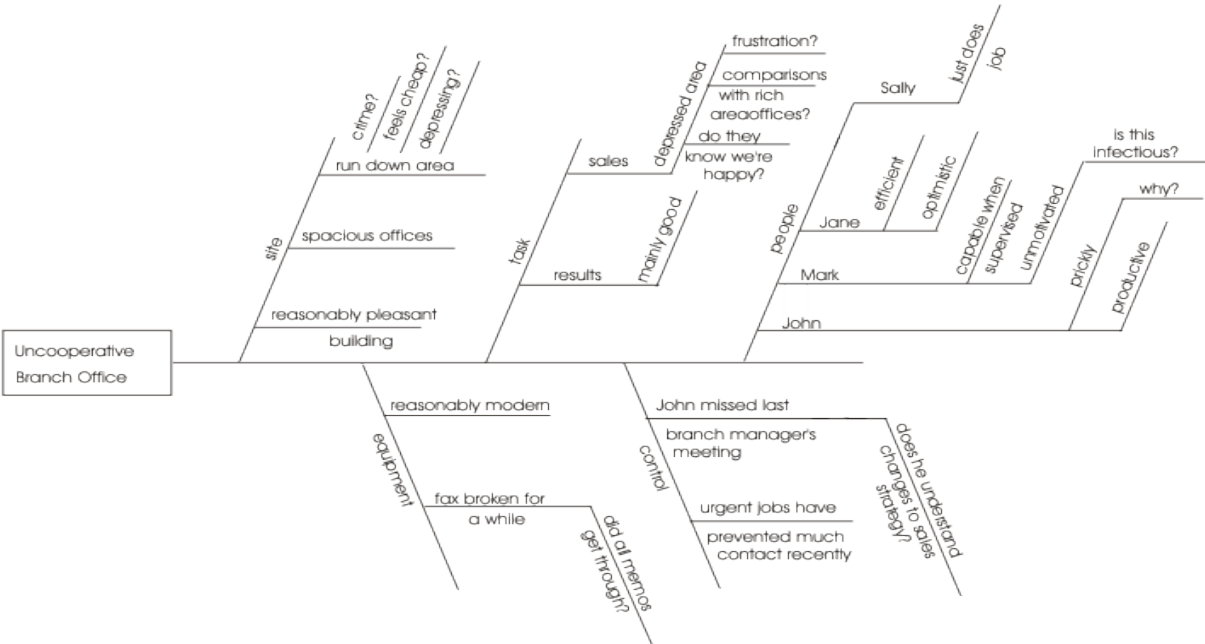


Problem Solving Techniques



Problem Solving Techniques

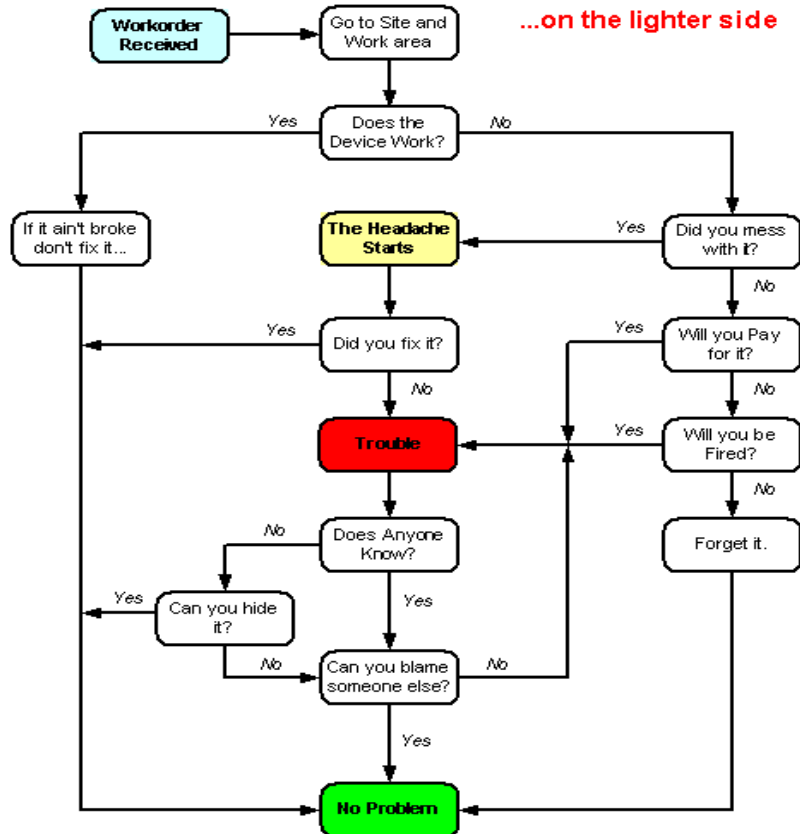
Figure 1: Cause & Effect Diagram Example:
 A Manager's Analysis of Problems with a Branch Office





Scheduled and Preventive Maintenance

Problem Solving Flowchart*



* Modified for this application, based on numerous versions found on Internet humor sites. Original Author: Unknown.

Last Update: 02/18/02 ehb

Conclusion

- External thought can alter internal process
- Who you are and what you are can predetermine outcomes
- The problem you are studying may be the wrong problem
- **A change of perspective transforms your view**

