

CE Course Handout

Turning on Your Innovative Brain for Creative Problem Solving

Friday, June 10, 2016
10:00 a.m.-1:00 p.m.



**TURNING ON
YOUR INNOVATIVE BRAIN
for
CREATIVE PROBLEM SOLVING**

Dorothy Garlough RDH, MPA, YES

www.innovationadvancement.com

dgarlough@innovationadvancement.com

www.engagingteams.com



CREATIVITY: FACTS OR FICTION

+2 strongly agree

-2 strongly disagree

+1 slightly agree

-1 slightly disagree

0 - No opinion/undecided

- _____ 1. People are most creative at the age of five.
- _____ 2. Our school system discourages creativity.
- _____ 3. Innovation and creativity are the same thing
- _____ 4. Communication between the front desk recruits (FDRs), doctors, hygienists and assistants must be structured to happen.
- _____ 5. You have to be a bit weird to be creative.
- _____ 6. Dentistry has no need for creativity

Warm – up exercises

The purpose of these exercises is to loosen and stimulate thinking while broadening our perceptions.

1. In your mind, figure out how many capital letters of the English language have curved lines in them. (1 minute for the exercise)
2. What word does the following sequence represent? HIJKLMNO
3. Riddle: What happens once in a minute, twice in a moment, but never in a billion years?
4. All four walls of a house face south? How can this be?
5. Add a single line to create a 6.

IX

A SELF-ASSESSMENT

How fit is your brain? According to Tom Wujec, author of the book PUMPING IONS, television, the calculator and the computer helped turn many minds into Tapioca. Lack of mental conditioning can lead to a number of problems.

To verify whether you have been afflicted, please answer YES or NO to the following questions.

Do you suffer from...

_____ 1. Hardening of the attitudes?

_____ 2. Poor circulation of ideas?

_____ 3. Mental flab?

_____ 4. Mental constipation?

_____ 5. Mental Myopia?

_____ 6. Computer dependency?

_____ 7. Memory deprivation?

_____ 8. TV addiction?

BRAINSTORMING FOR NEW IDEAS

Framing the challenge:

Listen to others, letting them expand – don't interrupt

What speaks to you...really?

Offer your ideas into the mix – on how to advance each other's ideas

Share your personal experiences including mistakes

Ask open-ended questions like:

Can you see options and what are they?

What have you done already? What else could you do?

What have you seen work for others?

Have you seen other models that have worked?

If the possibility of failure were non-existent, what would you do?

Deepen the understanding by asking questions like:

How does this option support you to reach your goal?

What's good about this? What might the downside be?

What captivates you most about this?

Based on your insights from this exercise, what are you willing to do?

CHARACTERISTICS OF INNOVATIVE ORGANIZATIONS

Rate on a scale of 1-5 with 5 being extremely creative and 1 extremely stuck
Our organization...

- ___ 1. Encourages risks. Does not punish people for trying and failing.
- ___ 2. Brings failures to the surface quickly and ask “What concrete lessons did we learn from this?”
- ___ 3. Has open channels of communication.
- ___ 4. Experiments with new ideas. Does not judge them too quickly.
- ___ 5. Structures communications between research, manufacturing, marketing and sales to make sure it happens.
- ___ 6. Recognizes and rewards creativity.
- ___ 7. Uses cross-functional teams for creative problem-solving.
- ___ 8. Creates and equips an idea-friendly work environment.
- ___ 9. Wipes away preconceived ideas and ask what assumptions are being made?
- ___ 10. Looks at a larger body of evidence, not just one example.
- ___ 11. Seeks wise council – brings in unbiased experts.
- ___ 12. Records conversations.
- ___ 13. Engages in active listening by giving full attention without judgment.
- ___ 14. Keeps track of contradictions.
- ___ 15. Records predictions and then reflects and reviews outcome.

CATCHING IDEAS AT IDEA-FRIENDLY TIMES

Some of the best ideas “incubate” after work hours, at home when we’ve placed our problem and concerns on the “back-burner”. The trick is to remember them.

A. Where and when do you tend to come up your best ideas?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

B. Many ideas are tied to the environment in which you thought of them. Have you ever forgotten a great idea you had? From the following list, check off the items you have handy at home.

- ___ 1. Pad, pen and notepad by bed. Smartphones excluded
- ___ 2. Grease pencil in the shower (comes off with liquid cleaner)
- ___ 3. Bulletin board.
- ___ 4. Smart device
- ___ 5. Recording capability on device
- ___ 6. Notepads can still be used

SOLVING THE PROBLEM

COLLECTING THE DATA

- 1. What pertinent information do you have re: the situation? Now, take the problem through the discovery cycle, what are some questions, observations, resources and experiments that are needed?**

ANALYZING THE DATA - Questions

What can you conclude after analyzing the information? Where do you start?

LISTING ALTERNATIVES - Ideas

What are the possible alternative solutions? What else?

- a.**
- b.**
- c.**

SELECTING THE ACTION PLAN

Which alternative is the most appropriate? What will you do, by when? First step?

- Consider:**
- a. quality**
 - b. acceptance**
 - c. time pressure**

Anticipate Challenges

- 1. What might stop you?**
- 2. Who can you network with to seed your thinking? What support do you need?**
- 3. What concerns do you have? Do you still need to incubate this challenge?**

Frame/Confirm Your Plan – How do you feel about the plan?

Creative Rules of Thumb

- Rule # 1 – The best way to get great ideas is to get lots of ideas & throw the bad ones away.
- Rule # 2 – Create ideas that are 15 minutes ahead of their time...not light years.
- Rule # 3 – Always look for the second right answer.
- Rule # 4 – If at first you don't succeed, take a break.
- Rule # 5 – Write down your ideas before you forget them.
- Rule # 6 – If everyone says you're wrong, you're one step ahead.
- Rule # 7 –The answer to any problem “pre-exists”. We need to ask the right question to reveal the answer (Jonas Salk)
- Rule # 8 – Never solve a problem from its original perspective.
- Rule # 9 – When you ask a dumb question, you get a smart answer. (Aristotle)
- Rule # 10 – Visualize your problem as solved before solving it.
- Rule # 11 – All behaviors consists of opposites...Learn to see things backwards, inside out and upside down. (Lao Tzu, Tao-te Ching)
- Rule # 12 – Challenging an assumption can turn obstacles into opportunities.
- Rule # 13 – If different shoes don't work, try looking at your problem from a helicopter or a space ship.
- Rule # 14 – Think like nature. Ask “How would Nature solve this problem?” (Jonas Salk)
- Rule # 15 – Swipe the best ideas, then adapt. (Tom Peters)
- Rule # 16 – Make sure the penalty for failure is not greater than the penalty for doing nothing.
- Rule # 17 – Often it's the interesting part of the idea – not the positive or negative that leads to innovation.
- Rule # 18 – Writing down you ideas is like money in the bank.
- Rule # 19 – Always start a sixty minute meeting with a one-minute exercise.
- Rule # 20 – Make friends with your shower. If inspired to sing, maybe the song has an idea in it for you. (Albert Einstein)

(from WHAT A GREAT ID Charles “Chic” Thompson)