

How Antiquated Thinking works

It's nothing like brainstorming!

Brainstorm challenge:
"What new features could we add to our mobile telephones?"



Boring!

works

If you are bored with brainstorming that generate dozens of ideas, none of which are very creative or ever get implemented, then try out unconventional thinking (ACT). It's a new approach to individual and collaborative creativity that overcomes the weaknesses of brainstorming; incorporates the latest research into how the brain works when generating ideas; and is modelled after the way artists, writers, scientists and other highly creative people collaborate on creative projects.

ACT, like its name implies, is all about learning to purposefully reject conventional thinking in favour of unconventional thinking in the creative process. However, it is not just about ideas. It focuses much more on how you interpret your creative goal.

Here are the four steps to the ACT process. You can find more details about ACT and the process at www.jpb.com.

1. Deconstruct your goal



What?

You've got your goal, but do not jump in generating ideas! Not yet! First, you need to deconstruct your goal so you can see it from various perspective, understand it in more depth and enable yourself to come up with killer, unconventional ideas. You do this by asking open questions about your goal.

The best questions to start with are the five whys? Just ask why and then why again and repeat a total of five times.

Example

Q: Why do we want to add new features to our telephones?
A: Because we are losing market share to our competitors.

Q: Why are we losing market share...?
A: Because our competitors have more exciting products than we do.

Continue three more times

2. Formulate a sexy goal



What?

A sexy goal is one that is provocative, interesting and desirable.

ACT recognises that if you want sexy, creative ideas, you need to start with a sexy goal. Be creative!

Example

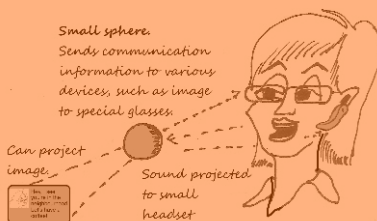
For instance, instead of "what new features can we add to our mobile phone", you could come up with a sexy goal, like...

"Design a mobile phone interface that is as sensual as holding your sweetheart's hand!" or...

"Design the ultimate social networking device. Be sure it can fit in a pocket or handbag!"

Do you see how these examples are more likely than the original to result in sexy, unconventional ideas?

3. Build a big, creative idea



What?

Don't generate lots of ideas and choose one later. Rather, build a big, unconventional creative idea out of smaller ideas. You are encouraged to criticise, debate and discuss ideas. And always criticise boring, conventional ideas. They

are useless when you want to be creative!

Example

After playing with several ideas, you come up with a little sphere that easily fits in the pocket, looks good and projects signals to other devices, such as multimedia glasses, a small ear set and even a wall. Once you started with this idea, you get lots more ideas for unique features and functionality.

4. Step-by-step action plan



What?

You've got a great, big, creative idea and a sexy goal. But when it comes time to implement the idea, it may seem overwhelming!

You need to break that big idea into a series of small, manageable steps. Baby steps. And, if you are working in a team, you need to assign a person, from the team, to take responsibility for each step.

Example

Step 1: Prepare project specifications and budget indication - Jeffrey
Step 2: Prepare and present project to NPI Committee for approval - Annette
Step 3: Draft technical specs. - Andy