

Evidence-based targets for problem solving

Evidence-based targets	Progress toward internalizing these targets				
	20%	40%	60%	80%	100%
M In general, creative ability and confidence was much higher in grade 5 than in college, university or professional life.					
M Your creativity and your confidence in your creative skills can be improved.					
M Ideas are stored in memory in patterns, so called <i>d-lines</i> , that relate similar ideas. We use <i>triggers</i> to enter our memory through unfamiliar and surprising routes (33)					
M To maintain a positive self-image, each of us has an internal monitor that keeps us from saying <i>foolish</i> or crazy things. In brainstorming, we create an environment where it is acceptable to say such things.					
M Defer judgement; don't criticize your ideas.					
M Be succinct; don't rationalize, elaborate on or justify an idea. Just state it. 50 ideas in 5 minutes is a reasonable criterion.					
M Write down the ideas.					
M Build on ideas; don't worry about repetition.					
M Control your negative feelings and silences by: rereading the problem statement or by introducing a trigger (34)					
M In any brainstorming session, over 80% of the ideas generated in the last 5 minutes are useless. However, among the remaining 20% are often the most interesting and unique (35).					
M Crazy ideas can be converted into feasible ideas by relating the individual characteristics of the crazy ideas to the goal situation.					
M Practice using each of the dozen or so triggers and discover which ones work best for you.					
M Inevitably, you will need to brainstorm as an individual; acquire skill and confidence to brainstorm on your own.					
M Different persons apply their creativity in different venues: some work within the constraints (the Adaptors); some try to change the constraints (the Inventors). Kirton's KAI is a validated instrument to help you identify your style. (36)					

References 1 to 24 are from the research about Novice versus Expert problem solvers summarized in PS News 55

33 deBono Mechanisms of the Mind

34 Meichenbaum

35 Osborn Creative behaviour Guidebook

36 Kirton