



Thinking Creatively



Insights

- Hard thinking
- Incubation

Validation

- Check goals
- Check progress

Image Association

- Developing stories

Lateral Thinking

- Looking for related topics
- Inspiration ideas

Brainstorming

- For marketing communications

Analyzing methods

- Morphological Analysis
- Multidimensional analysis
- Matrix Analysis

Six Thinking Hats

- Facts
- Emotions
- Caution
- Logic
- Creativity
- Control

Checklist

- Why
- Where
- When
- Who
- What
- How

Mind Mapping

- Whole Brain Thinking
- Non-linear thinking
- Effective Software

Try Vertical Thinking

- Unique Solutions
- Convergent
- More natural