

THE IDEAFISHER

How to Land the Big Idea -- and Other
Secrets of Creativity in Business

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MAIN IDEA

Creativity in business -- an ability to come up with new and different ideas -- is the real survival skill of the 1990s. Companies which develop new and original ideas will move forward, while those that develop me-too products will forever be doomed to compete in aggressive and marginal-value marketplaces.

Fortunately, creative thinking is not a random process. It can be understood and applied consistently and rationally. The heart of creative thinking lies in understanding how the mind works -- in the principle of associational thinking, which states the mind stores information in clusters of closely related concepts and ideas. By understanding how the mind stores information, you then have the key on how best to recall ideas at will. Once you can recall ideas, you are then in a position to come up with new and unique combinations of previously unrelated concepts. You'll also know how to harness the imagination effectively and efficiently, and how to create added-value through insights never before considered.

In other words, how to think creatively -- and profitably.

PART 1 - ASSOCIATIONAL THINKING AND CREATIVITY IN BUSINESS Page 2

Associational thinking is the principle that the mind stores information in clusters or packets of associated ideas and other information. Therefore, to think creatively, all a person needs to do is to develop new ways of collecting images and concepts from different groups and combine them together. In other words, creativity lies in forming new relationships between pieces of existing information which have never before been combined that way.

PART 2 - ASSOCIATIONAL THINKING TECHNIQUES Page 3

A person's destiny and future is constantly reshaped by new ideas. There are seven specific associational thinking techniques, which are designed to help anyone leverage their natural creative abilities -- thereby creating the greatest possible added value.

Technique # 1 - Word Bait Page 3

Your mind has stored information in associational clusters rather than alphabetically. Therefore, to retrieve information, use the same associational approach -- that is, start your mind thinking with a word that is directly related to the problem at hand and follow the natural associations that emerge.

Technique #2 - Defining the Problem Page 4

Most people try and solve a problem without first clarifying exactly what the problem is. In other words, they just think about generalities instead of actually solving something specific. As a result, they end up going around in circles. The trick lies in separating the symptoms of the problem from the problem itself, and then focusing on solving the problem with the result the appropriate symptoms will later materialize. The most challenging aspect of solving a problem is frequently deciding how to begin solving it.

Technique #3 - The Six Universal Questions Page 5

To consistently and regularly produce high-quality results when thinking creatively, you ask yourself questions to force your mind to focus in any one specific area.

Technique #4 - Visualization Page 5

When a person daydreams, they let random thoughts fill their minds. Visualization, by contrast, is highly focused on attempting to "see" everything associated with the problem at hand, thereby coming up with a creative idea.

Technique #5 - Strategic Planning Page 6

Strategic business planning focuses on how to create satisfied customers and clients. It incorporates all areas of business activity: customers, competition, management, communication, finance, legal, product and services, marketing and promotion, facilities and sales.

Technique #6 - Speech Writing Page 7

Speaking to a public group is an opportunity to greatly enhance the productivity of your business. The key to delivering an effective public speech is creative thinking.

Technique #7 - Modify and Evaluate Page 8

Most people, when they come up with an original and creative idea, leave it at that. Yet, with a little fine tuning, a Good Idea can be turned into a Great Idea. The last step is to always evaluate your creative ideas before they are put into action.

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