

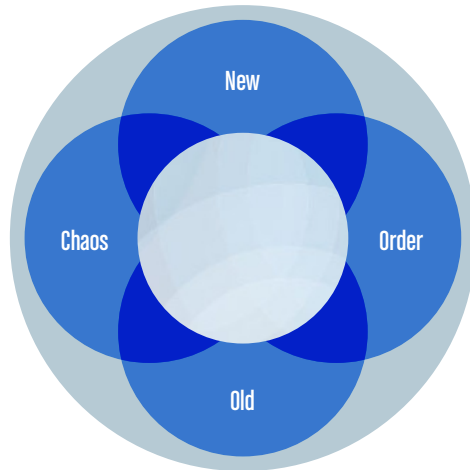
# CRITICAL THINKING

*A good way of critical thinking can be found in 'out of the box' thinking and brainstorm sessions. Both are more than just shouting out ideas*

## OUT OF THE BOX

Innovative ideas are rare. Instead of old ideas applied to new contexts, or variations on existing ideas, new ideas emerge when we leave our comfort zone or break the rules. Think creative, differently, unconventionally and from a new perspective. Do not think of the obvious solution, think beyond

However, besides doing something completely new, innovation means combining existing ideas and inventions into something new. 'Outside the box' is where the known and unknown overlap.



Suggested Reading: M. Krogerus and R. Tschäppeler, *The Decision Book. Fifty models for strategic thinking* (London 2008)

## BRAINSTORM

Brainstorming is more than a group of people calling ideas. There are some tools for a successful brainstorm session:



- During the first phase, the problem and process are introduced
- The second phase is about generating ideas. Use the tools described above. Handy materials can be whiteboards, post-its or flipovers. This phase consists of bringing up ideas, and clustering ideas.
- The third phase is a systematic evaluation: which clusters of ideas are best to start with?

## STEP-BY-STEP:

1. Define your problem
2. Set a time limit (e.g. 5 Min)
3. Participants write down ideas on a white board
4. Cluster ideas and select best five
5. Judge ideas according to criteria (e.g. cost effectiveness)

## RULES:

- Do not judge, unlimited quantity, no boundaries
- 1+1=3: combine idea, no copyrights
- Nobody leaves and phones should be off