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CREATIVE THINKING TECHNIQUES



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Brainstorming

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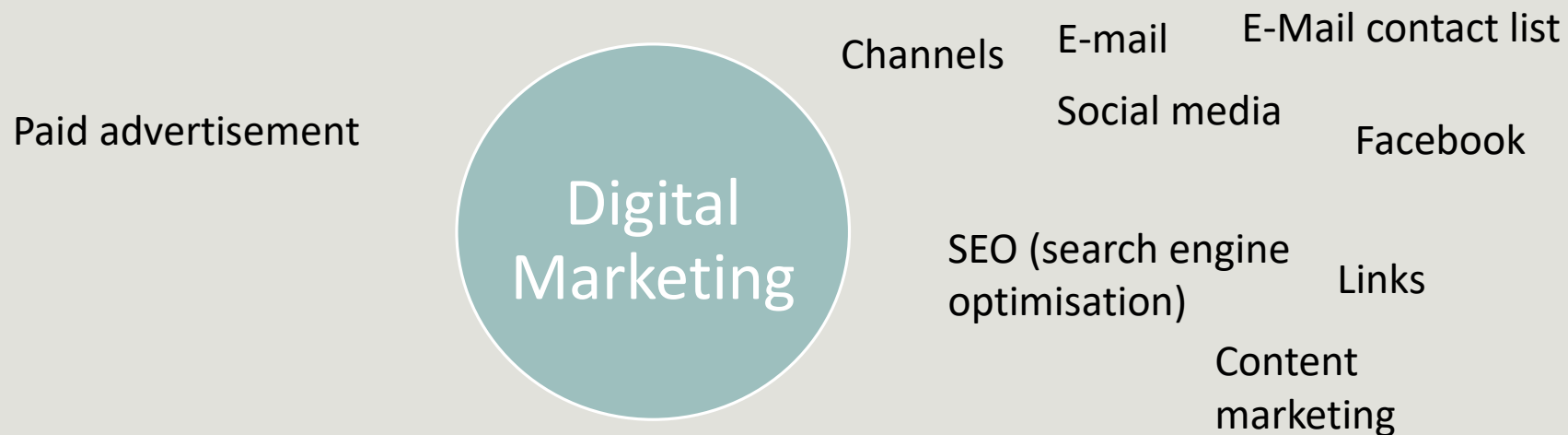


- This activity is very simple and can be conducted exclusively with a paper and a pen, in individual work, learning groups or with a project team/employees.
- Draw a circle in the middle of a paper and note the topic you are interested in.
- E.g.:

Marketing

Brainstorming

- Now, take 2-5 minutes to note all the words and phrases you associate with this term
- Don't limit yourself with thoughts regarding the relevance of these word
- You can try to start more general and then go more into detail
- E.g.:



Brainstorming

- You can structure them by clustering and listing the terms under certain categories and even derive certain tasks.
- E.g.: Digital Marketing
- Facebook
- Campaign
- Up-date of FB page
- Reward for fans
- Competition

Enter

Brainwriting

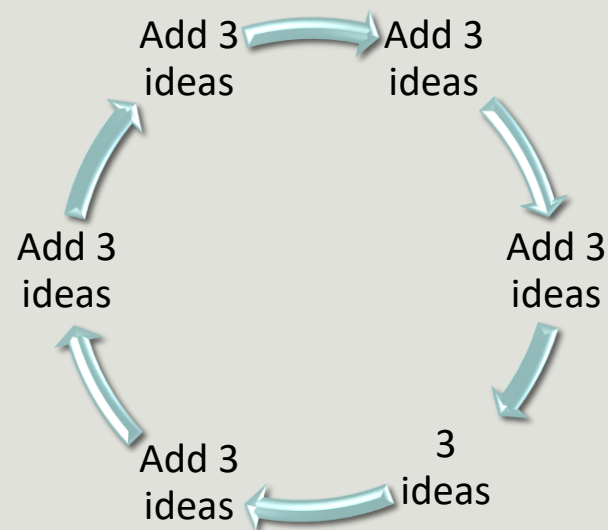
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- The Brainwriting method, also known as 6-3-5 method, is a technique that can be applied with a group.
- It can be used in a working group to find new ideas, support creativity and innovation or find solutions to certain issues.
- E.g. Invention of a new product



Brainwriting

- In this example of the activity, the invention of a new product, each participant notes three ideas e.g. for a particular labour market audience, on a sheet of paper
- The group, e.g. 6 people, sit in a circle.
- The three proposals on the sheets of each participant will be passed on the next one, who adds three proposals again.



Brainwriting

- At the end, there are 18 proposals for a total of 108 ideas for one issue/topic.
- In the end, the group's speaker reads all the ideas.
- Together, the group can discuss, evaluate and agree on one or more ideas.



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Other creativity techniques

<https://pixabay.com/de/weihnachten-urlaub-jules-werkstatt-3013762/>



“Creativity, innovation and entrepreneurship” by Glenn Gaudette at TEDxWPI

Available at:

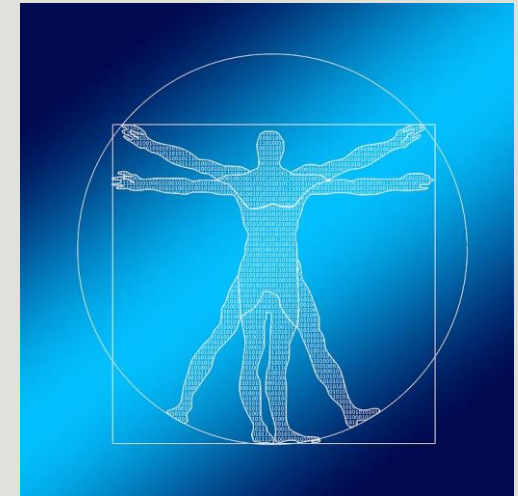
<https://www.youtube.com/watch?v=xPO1fOR9B68>



...and further ideas on the following slides

Time Travel

- You can use this method, e.g. for prototyping your product.
- Ideally, you work together in a team, but this technique can also be applied in individual work.
- Think what people would have done in history (50, 100, 200 years ago) without the technical tools or knowledge of today to solve the problem you have.
- Take notes of all ideas.
- It helps to find creative solutions without needing specific or expensive equipment you might not have in the initial phase of your business.



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Colour associations

- You can use this method, e.g. for advertising your product
- Think of a colour and note all the associations you have.
- E.g.: yellow: bright, sun, warm, flowers, etc.
- Take notes of all ideas
- Then, use those you associate most with your product, because one colour can stimulate several impressions



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References

Sources:

Egger-Subotitsch, Andreas/Fellinger-Fritz, Alfred/Meirer, Monika/Steiner, Karin/Voglhofer, Margit (2011): Praxishandbuch Train-the-Trainer-Methoden in der Berufs- und Arbeitsmarktorientierung. abif – Analyse, Beratung und interdisziplinäre Forschung. Im Auftrag und mit Unterstützung des AMS Österreich. (Practical guide of train-the-trainer methods for occupational and labour market orientation. abif - analysis, consulting and interdisciplinary research. On behalf and with the support of AMS Austria.)

<https://www.zeitblueten.com/news/kreativitaetstechniken/>

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Video:

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