

Presentation
Session Su4B
Building Your Thinking Potential:
The Power of Ideas

Overview:

1. To describe the power of the idea whose time has come. Ideas move the world, and those who are skilled at producing new ideas can make a profoundly important contribution to our society.
In this session, we will explore the skills of idea producing.
We will clarify the basic principles of creative thinking, explore specific techniques that can make all of us more effective idea producers, and practice these skills in the supportive environment of the group session attendees.
We will use interactive handouts.
2. The session will be interactive and I will use 8 different hand-outs. I will fax them to you today.

(The resource for this presentation is the Success Communication Series from Toastmasters International.)

- I. We will clarify the basic principles of creative thinking
 - A. The process of producing ideas is the basic element of creative thinking
 - B. Creative thinking is a learned skill
 - C. Turning on your idea production machine
- II. We will analyze the three principles of creative thinking:
 - A. Divergent thinking- the general process of expanding on an idea
 - B. Suspended judgment- the skill of setting aside your evaluations and critical relations for a while
 - C. Acceptance- necessary to help new and fragile ideas to come to life
- III. Describe the hallmark of the creative thinker- imagination
 - A. The ability to conceive of something that is beyond the range of your immediate experience
 - B. Using imagination in business to think up solutions to problems and find approaches to difficult situations that other people might not see.
- III. Special elements of this session will cover:
 - A. Creative Guesswork
How to plan for the “educated guess.” We will examine a problem situation and form a workable hypothesis about the causes of the problem as a sophisticated conceptual thinker
 - B. Mental calisthenics

We will engage in an exercise to think up ideas in response to an existing idea

- C. Creating Combinations- the technique of forced association. The deliberate process of taking two very different and seemingly unrelated ideas and putting them together to something new.
- D. Brainstorming – an excellent exercise for developing creative thinking skills and a very powerful problem solving technique.

Conclusion:

By practicing a deliberate, energetic process of divergent thinking, you become much more versatile and flexible as an idea producer, a problem solver, and an innovator.

The purpose of this session has been to stimulate your thinking processes, to remind you of your own potential as a creative thinker and problem-solver, and to give you a chance for some practical skill building activities.