

Directed Creativity: Creativity for the Serious Mind (TM)

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Everyone is capable of creative thinking

Perception
Register
Recognize
Encode/Frame
We miss most of what goes on around us
We sometimes see things that aren't there
Stop & take notice
Exercise: reflect on how cashiers are pulled from their primary jobs to address peak traffic in the check out lines. How might you apply this to healthcare?
Disasters
Stop defining people by & confining them to their jobs
Every pinch point
Cleaning rooms
Transporting patients
Practical advice
Make it a habit to purposely pause & observe
Use frameworks
Example of frameworks for quality

Memory
Mental benchmarking
Select a business or industry at random
Describe the "valleys" of that business - what is natural for them
Edward DeBono's Mental Valleys Model for thinking
Take a concept from one valley (Burger King) & bring them to another valley (doctor's office)
Drive through
Playground
Menus
Borrow concepts from other valleys and apply them to yours
Borrow from airlines, banks, retail clothing stores, fast food restaurants
Healthcare rewards program
Self-check-in kiosks or advanced from home
Doctor's late board
Text messaging
Patient locator GPS
Be someone else

Basics of creative thinking
Definitions
Innovation
The purposeful production of creative ideas in a given topic area, followed up by deliberate efforts to implement some of those ideas
Creativity
The connecting & rearranging of knowledge - in the minds of people who will allow themselves to think flexibly - to generate new, often surprising ideas that others judge to be useful
A creative thought expressed is sometimes met with laughter, which, of course kills the idea
Laughter is often a natural response to something unexpected
Difference between a bizarre idea & a creative idea is utility

Creative addition
BP cuff & a watch
Fast food & a hospital
Crazy glue & a surgeon

Rules, boxes, & mental models
The 9 dots puzzle
The box doesn't actually exist
Break the rules
Challenge the assumptions
Challenge the constraints
Try 4 lines, then 3, then 1
ORIENTATION
"Problems can't be solved by the level of thinking that produced them" - Einstein

Mechanics of the Mind

Standardization "versus" innovation

Actually they are the different sides of the same coin
Stop framing things in polarity
Instead of saying "or" say "and"
You cannot study innovation if the day-to-day work is not standardized
You need standardization to understand how an innovation is affecting things

Be strong of heart... Innovation is nearly always opposed initially

A quote related to the stethoscope in 1834 saying that it will never be adopted
If people are opposing you, you may be onto something

Judgment

Risk-taking & risk aversion are mental choices
We are better critics than creative thinkers

3 deliberate mental processes

Attention

To elements in the current reality
To features, attributes, patterns & paradigms
To anything you normally don't pay attention to

Escape

From current mental patterns
From early judgment
From barriers & rules

Movement

In time or place
To another point of view
Free association
Building on ideas
Movement is something we try to generate with brainstorming, but brainstorming is pretty weak as a form of creative thinking