

GreenVETAfrica

Foundations of Micro-Entrepreneurship for Micro-SMEs

Unit 1: Creativity and Problem
Solving



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Creativity and Problem Solving



Overview

- What is Creative Thinking?
- How to Think Creatively
- The 6 Thinking Hats
- Creative Thinking and Problem Solving

What is Creative Thinking?



- Creative thinking is all about developing **innovative solutions** to problems.
- Creative thinkers brainstorm not only a large number of ideas but also a variety and range of them.
- Entrepreneurship requires creative thinking; however, many entrepreneurs don't realize this until they have already started their businesses and are facing challenges that require them to think outside the box.

How to Think Creatively



Think Outside the Box

Explore uncharted territories and challenge conventional wisdom to unleash your creative potential.

Embrace Diversity

Tap into diverse perspectives and experiences to solve problems from different angles and generate innovative ideas.

Iterate

Approach problem-solving as an iterative process, embracing trial and error, learning from failures, and iterating toward success.

The 6 Thinking Hats

Blue Hat:

Thinking about and managing the thinking process

The blue hat is the control hat. It is used for thinking about thinking. The blue hat sets the agenda, focus and sequence of hats, ensures the guidelines are observed and asks for summaries, conclusions, decisions and plans action.

Yellow Hat:

Benefits and values

The yellow hat is for a positive view of things. It looks for the benefits and values.

Green Hat:

Generating ideas

The green hat is for creative thinking and generating new ideas, alternatives, possibilities and new concepts.

Black or Grey Hat

Caution

The black or grey hat identifies risk. It is used for critical judgment and must give the logical reasons for concerns. It is one of the most powerful hats.

Red Hat:

Intuition and feelings

The red hat is about feelings, intuitions and instincts. The red hat invites feelings without justification.

White Hat

Information

The white hat is all about information. What information you have, what information you need and where to get it.



Creative Thinking & Problem Solving (Activity)

Goal

Encouraging participants to think creatively under pressure.

Materials

- Flipchart paper
- Flipchart markers
- Stopwatch

Instructions

- Use your creativity to brainstorm outside the box solutions for different scenarios.
- There will be a set amount of time to come up with the most impressive yet realistic solution for each scenario.

Creative Thinking & Problem Solving (Activity)

Scenario 1

It's 4am, you've been the last customer to leave the bar, the bartender locks the doors and drives home. You can't find your car keys and you drained your phone battery playing Candy Crush. All of a sudden it started to rain. On a normal day it takes you a 35 minute drive to your house. What do you do?
You have 3 minutes to brainstorm for solutions and choose the best one.

Scenario 2

It's May 17th, you wake up and quietly go in the kitchen and make your coffee, your partner is still asleep. There you see today's date is circled on the calendar and realize it's your couple anniversary. You forgot completely. What do you do?
You have 2 minutes to list your ideas and select the best one.

Scenario 3

You have 1 hour to spend €100.000, how are you going to spend it if you can only buy things that start with the letter "b"?
You have 90 seconds to write down your solutions and select the best one.

Creative Thinking & Problem Solving (Activity)

Debriefing

- How did you feel during the brainstorming?
- What would you change in the process of selecting the best ideas and why?
- Who took the leadership?
- Were you surprised by any of the ideas generated? By which one and why?
- How did you choose which ideas to strike of the brainstorming list?
- How did you get along with your colleagues?
- Did you learn anything about the way you react under pressure? If yes, what did you learn?

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