### Creative Problem Solving

#### 21st Century

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<td>Outcome</td>
<td>A statement of your goal or wish or challenge.</td>
<td>A list of key data that reveals insights.</td>
<td>A well-defined question that describes the best problem to solve.</td>
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#### Statement starters

- I wish…
- It would be great if…
- How to…
- Why? What's stopping me?...
CLARIFY THE PROBLEM
Start here when you are looking to improve, create, or solve something. You want to explore the facts, feelings and data around it. You want to find the best problem to solve.

IDENTIFY GOAL, WISH OR CHALLENGE
Start with a goal, wish or challenge that begins with the phrase: “I wish…” or “It would be great if…"

Diverge: If you are not quite clear on a goal then, make a list of all of the things that you would like to create, invent, solve or improve.

Converge: Select the goal, wish or challenge on which you have Ownership, Motivation and a need for Imagination.

GATHER DATA
Diverge: What is a brief history of your goal, wish or challenge? What have you already thought of or tried? What might be your ideal goal?

Converge: Select the key data that reveals a new insight into the situation or that is important to consider throughout the remainder of the process.

CLARIFY THE PROBLEM
Diverge: Generate many questions about your goal, wish or challenge. Phrase your questions beginning with: “How to…?” “How might…?” “What might be all the…?”

Try turning your key data into questions that redefine the goal, wish or challenge.

Converge:
1. Mark the “HITS”:
   Interesting, Intriguing, Useful, Solves the problem. Sparkles at you.
2. Group the related “HITS” together.
3. Restate the cluster with a verb phrase.

GENERATE IDEAS
Start here when you have a clearly defined problem and you need ideas to solve it. The best way to create great ideas is to generate LOTS of ideas. Defer judgment. Strive for quantity. Seek wild & unusual ideas. Build on other ideas.

Diverge: Come up with at least 40 ideas for solving your problem. Come up with 40 more. Keep going. Even as you see good ideas emerge, keep pushing for novelty. Stretch!

Converge:
1. Mark the “HITS”:
2. Group the related “HITS” together.
3. Restate the cluster with a verb phrase.

DEVELOP SOLUTIONS
Start here when you want to turn promising ideas into workable solutions.

DEVELOP YOUR SOLUTION
Review your clusters of ideas and blend them into a “story.” Imagine in detail what your solution would look like when it is implemented.

Begin your solution story with the phrase, “What I see myself doing is…”

PPCo EVALUATION
PPCo stands for Pluses, Potentials, Concerns and Overcome concerns

Review your solution story.
1. List the PLUSES or specific strengths of your solution.
2. List the POTENTIALS of your solution. What might be the result if you were to implement your idea?
3. Finally, list your CONCERNS about the solution. Phrase your concerns beginning with “How to…?”
4. Diverge and generate ideas to OVERCOME your concerns one at a time until they have all been overcome
5. Converge and select the best ideas to overcome your concerns. Use these ideas to improve your solution.

PLAN FOR ACTION
Start here when you have a solution and need buy-in from others. You want to create a detailed plan of action to follow.

Diverge: List all of the actions you might take to implement your solution.

What might you do to make your solution easy to understand?

What might you do to demonstrate the advantages of your solution?

What steps might you take to put your solution into action?

Converge: Select the key actions to implement your solution. Create a plan detailing who does what by when.

GROUND RULES

WHEN YOU DIVERGE:
• Defer judgment
• Strive for quantity
• Seek wild & unusual ideas
• Build on other ideas

WHEN YOU CONVERGE:
• Be affirmative
• Be deliberate
• Check objectives
• Consider novelty

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