OVERVIEW

- Systematic creative thinking
- Closed World principle
- 5 Techniques
The "nine dots" puzzle

The goal of the puzzle is to link all 9 dots using four straight lines or less, without lifting the pen.
Closed World
The best way to innovate is to look close at hand
FIXEDNESS

- Functional
- Structural
- Drucker’s Candle Experiment
Subtraction
What you remove adds a lot to what remains
LESS IS MORE

List components

Remove an essential component

Visualize the resulting concept

Identify needs, benefits, markets

e.g. iPhone less calling feature becomes iTouch
Division
Divide & Conquer
DIVIDE & RECONFIGURE

Divide into multiple parts

Re-arrange the parts into something new

Find a new benefit, audience or a novel way to deliver existing benefit

e.g. 2-Part epoxy separate resin & hardener
MULTIPLICATION

Opportunities multiply as they are seized
MULTIPLY AND BE FRUITFUL

1. List components
2. Select component to copy and modify
3. Visualize the resulting concept
4. Identify needs, benefits, markets
5. It is counterintuitive
Task Unification

New tricks for old dogs
WHAT WE ARE FAMILIAR WITH, WE CEASE TO SEE

List components

Select component to assign additional task

Visualize the resulting concept

Identify needs, benefits, markets

e.g. Restaurants sending a text message when table is ready
Attribute Dependency

Link the unrelated
MORE THAN ONE-THIRD OF ALL INNOVATION

- List internal and external variables
- Assign variables to columns and rows
- Fill table based on current dependencies
- Visualize new dependencies
  
  e.g. Rain sensing windshield wipers that vary speed based on the amount of rain
EXAMPLES OF ATTRIBUTE DEPENDENCY
<table>
<thead>
<tr>
<th></th>
<th>Viscosity</th>
<th>Odor</th>
<th>Amount of active ingredient</th>
<th>Color</th>
<th>Amount of fatty substance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount of Waste</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Acidity of waste</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Sensitivity of skin</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Age</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Type of food</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Time of day</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
# EXAMPLE FORECASTING TABLE

<table>
<thead>
<tr>
<th></th>
<th>Viscosity</th>
<th>Odor</th>
<th>Amount of active ingredient</th>
<th>Color</th>
<th>Amount of fatty substance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount of Waste</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Acidity of waste</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Sensitivity of skin</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Age</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Type of food</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Time of day</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Contradiction
A path to creativity
OVERVIEW

Systematic Creative thinking

Closed World Principle

5 Techniques
DREW BOYD AND JACOB GOLDENBERG

INSIDE THE BOX

A Proven System of Creativity for Breakthrough Results

innovationpractice.com