

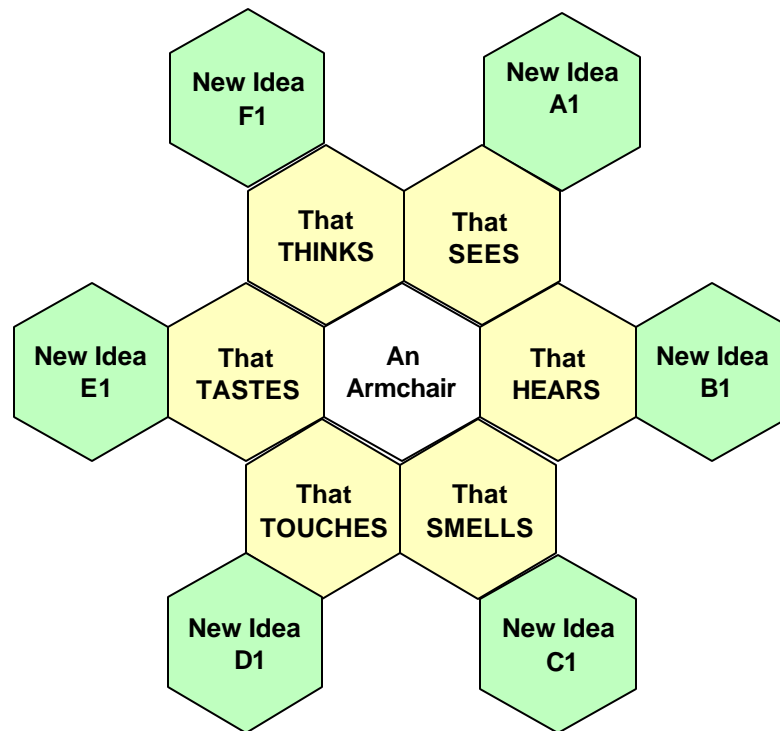


## VIS-IT® SOLUTIONS TRAINING DOCUMENT

### CREATIVE THINKING: ATTRIBUTE ATTACHEMENT TECHNIQUE

The Attribute Attachment technique for creative thinking in groups, like other creative thinking techniques, generates *new ideas* by asking the minds of the participants to integrate two or more already existing, but previously unconnected, concepts or ideas.

An “attribute” is defined as a quality or characteristic of a person or thing. The Attribute Attachment technique forces the mind to create new ideas by trying to “attach” the attributes of one thing to something else, which is significantly different. In an example of the technique below, human sensory attributes are attached to an otherwise inanimate object, an armchair. Why would anyone want to do such a silly thing? The reason is that, by using this technique, new product designers might come up with several good ideas for new benefits and features for a current product.



Sets of six or more attribute attachment ideas can come from many sources. Human sensory and intellectual capabilities are just one source. Other human attributes like emotional feelings, mobility, self-awareness, and memory are just some of them. Stimulative attribute attachment ideas can also be developed from a class of objects. For example, the “class” might be “Modes of Transport”, and the elements might include racecars, bikes, airliners, limousines, and others.

The illustration above shows how to launch an Attribute Attachment activity. These are the steps:

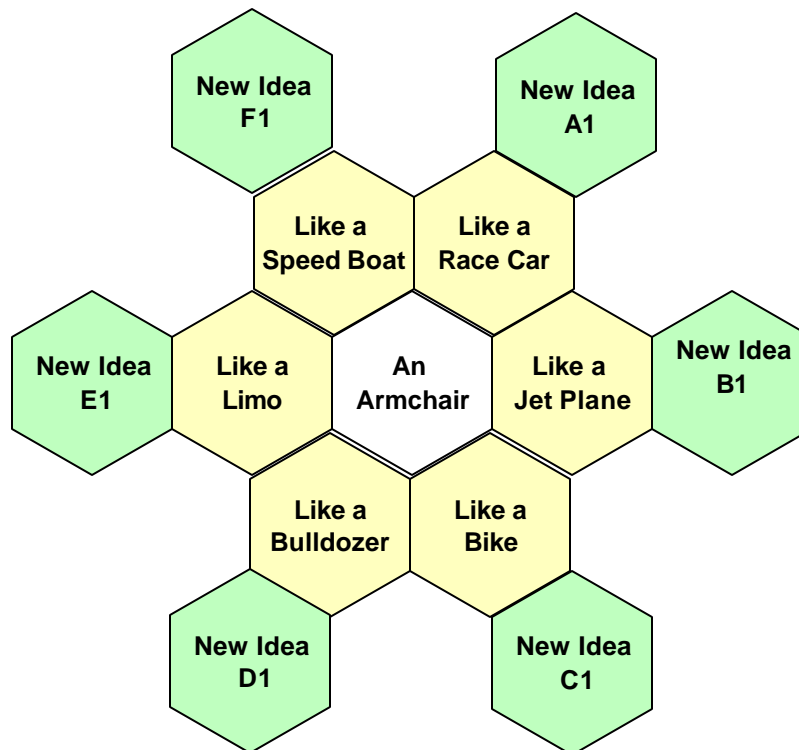
**Step 1:** Write the original object idea on a hexagon (in white above) and then position as many as six attribute attachment ideas, also written or drawn on hexagons of a common, but different, color (in yellow above), next to it.

**Step 2:** Beginning with just one attribute, ask the group to brainstorm answers to a Focus Question like this: "What new ideas emerge when we combine the original object and this new attribute attachment idea?" Capture the new ideas on hexagons of a third color, number them sequentially, as illustrated above, as they emerge, and position them as shown above as extensions of the attribute attachment idea.

**Step 3:** When brainstorming about one attribute begins to slow down, move on to another attribute attachment idea, and continue capturing new ideas.

**Step 4:** When no more new ideas come forth, then close out the session involving the selected six attribute attachment ideas. Stack up the hexagons for subsequent documentation and further idea processing activities like prioritization.

**Step 5:** Restart with step 1, using a new set of attribute attachment ideas. See the example below.



**Step 6:** Continue the Attribute Attachment technique until all potentially interesting stimulative attributes have been considered.

## **ABOUT VISION WORKS**

Vision Works, LLC is the creator of the VIS-IT™ Line of facilitation and thinking tools including FlowShapes™, 6" Hexagons, Jumbo Hexagons, Mini Hexagons, Big Idea Pads, and the Great Big Idea Pad. Vision Works serves a rapidly growing customer base including facilitators, trainers, consultants, managers and executives working in some of the world's largest and most innovative organizations.

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