

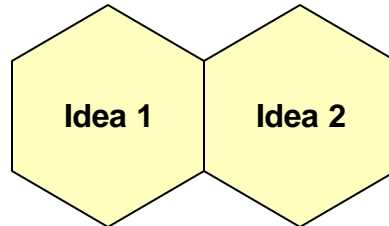


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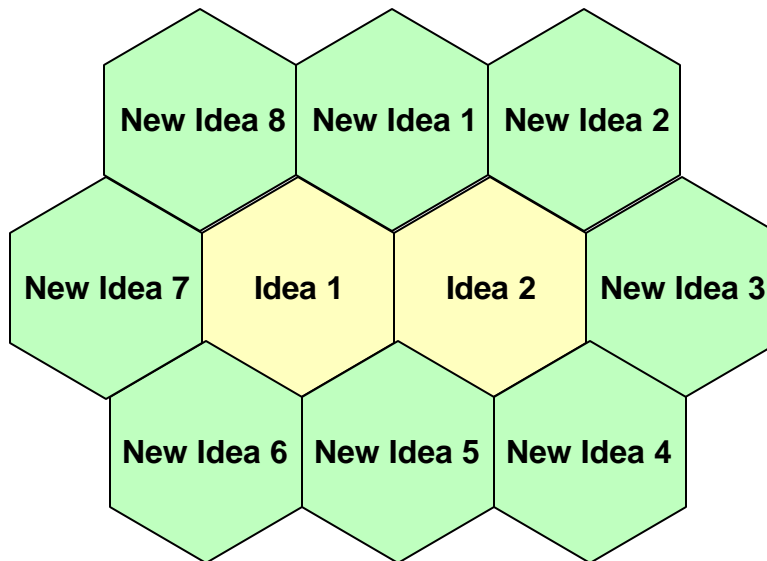
CREATIVE THINKING: SYNTHESIS THINKING

Creative thinking in groups involves generating *new* ideas by asking the minds of the participants to integrate, or *synthesize*, two or more already existing, but previously unconnected concepts or ideas. For example, the “snowboard” might have been a new idea formed from the concepts “skiing” and “snow.”

To launch a creative, synthesis thinking activity, begin with one idea, and then position a second idea next to it. Ask the group to consider both simultaneously, and to force their minds to synthesize the two into one, using questions like: “What new ideas emerge when we combine Idea 1 and Idea 2?” See the format below. Notice that the original two ideas are written on yellow hexagons. Write the new ideas on a different color.



Position the first new idea (New Idea 1) above the two original ideas, as shown below, and then try to generate as many as eight new ideas.



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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