

# Green Light Thinking

Creative techniques



# Green Light Thinking



# Suggested Techniques for Stimulating Ideas

## Establish the Creative Range

SAFE  
BET

OPTION

THE CREATIVE RANGE



EXTREM  
E

OPTION



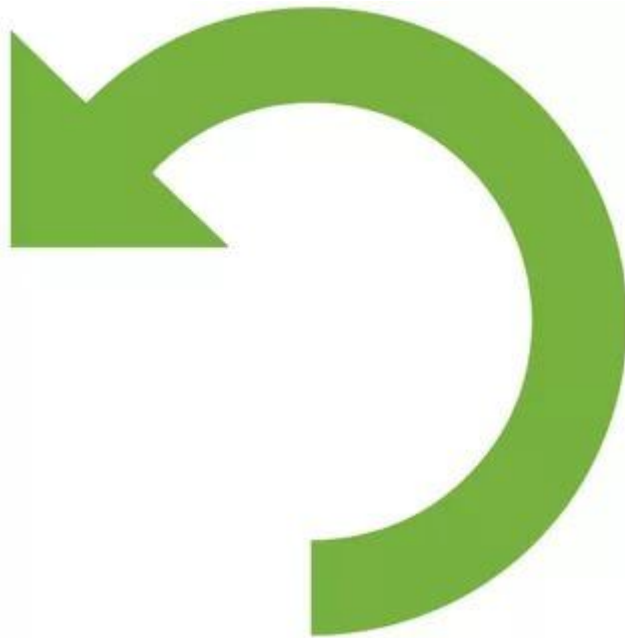
# Suggested Techniques for Stimulating Ideas

## Work Backwards from the



# Suggested Techniques for Stimulating Ideas

## State the Problem in Reverse



# Create an imaginary person



Create an  
imaginary  
person, possibly  
based on  
someone in real  
life

# Sir Bernard Ingham



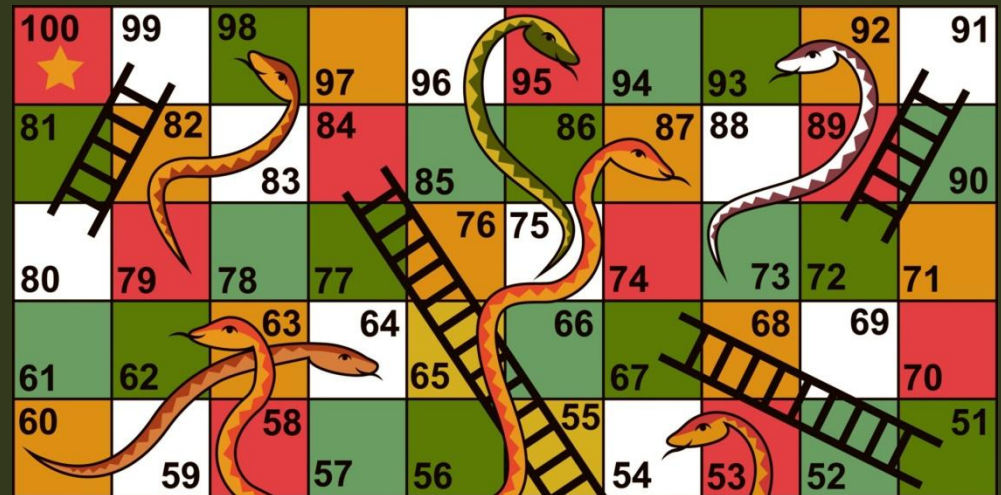
‘I have to tell you that is not the first topic of conversation in the “Two Ferrets” at Hebden Bridge.’

# Snakes and ladders

‘What five things would help me get closer to achieving my objective?’

‘What could I do to make this ladder longer and help me get nearer my objective?’

‘What could I do to make the snakes smaller so as to limit their ability to stop me reaching my goal?’





# Forced Combinations ( a matrix for a photocall)

Table 5.1 *A matrix for a photocall*

	<b>Tape cutting</b>	<b>Tree planting</b>	<b>Plaque unveiling</b>	<b>Gift presentation</b>	<b>Handshake</b>	<b>Prop</b>
<b>Mayor</b>	Mayor cutting tape	Mayor planting tree	Mayor unveiling plaque	Mayor receiving gift	Mayor shaking hands	Mayor with prop
<b>Sporting celebrity</b>	Sports star cutting tape	Sports star planting tree	Sports star unveiling plaque	Sports star receiving gift	Sports star shaking hands	Sports star with prop
<b>Managing Director</b>	MD cutting tape	MD planting tree	MD unveiling plaque	MD receiving gift	MD shaking hands	MD with prop
<b>Oldest employee</b>	Oldest employee cutting tape	Oldest employee planting tree	Oldest employee unveiling plaque	Oldest employee receiving gift	Oldest employee shaking hands	Oldest employee with prop
<b>Child</b>	Child cutting tape	Child planting tree	Child unveiling plaque	Child receiving gift	Child shaking hands	Child with prop
<b>Showbiz celebrity</b>	Showbiz star cutting tape	Showbiz star planting tree	Showbiz star unveiling plaque	Showbiz star receiving gift	Showbiz star shaking hands	Showbiz star with prop

# Forced Combinations ( a matrix for naming a building)

**Table 5.2** *A matrix for naming a building*

	<b>Building</b>	<b>Tower</b>	<b>Plaza</b>	<b>House</b>	<b>Mansion</b>	<b>Lodge</b>
<b>Name of company</b>	Overton Building	Overton Tower	Overton Plaza	Overton House	Overton Mansion	Overton Lodge
<b>Location</b>	Wakefield Building	Wakefield Tower	Wakefield Plaza	Wakefield House	Wakefield Mansion	Wakefield Lodge
<b>Founder</b>	Harvey Building	Harvey Tower	Harvey Plaza	Harvey House	Harvey Mansion	Harvey Lodge
<b>Product themes</b>	Engineering Building	Engineering Tower	Engineering Plaza	Engineering House	Engineering Mansion	Engineering Lodge
<b>Aspiration themes</b>	Cutting Edge Building	Cutting Edge Tower	Cutting Edge Plaza	Cutting Edge House	Cutting Edge Mansion	Cutting Edge Lodge
<b>Enterprise themes</b>	Precision Building	Precision Tower	Precision Plaza	Precision House	Precision Mansion	Precision Lodge

# Forced Combinations (listing of attributes)

Table 5.3 *Listing of attributes*

Ceremonies	Celebrities	Location	Message
Tape cutting	Mayor	Front of building	New era for company
Tree planting	Sports celebrity	Top of building	No change for company
Plaque unveiling	Managing Director	In foyer	Landmark for company
Gift	Oldest employee	Unusual part of building	Celebration of success
Handshake	Child	In front of city landmark	Commitment to customers, etc
Prop	Showbiz celebrity	In front of company sign	New products

# Advantages and Disadvantages of the technique

- ❑ It is not suitable if there is **only one solution**
- ❑ If there is a **particular issue** to spend time on



- ❑ Extremely useful for **photocalls**
- ❑ Generates a large number of permutations in a very short period of time
- ❑ Creates **new relationships** of different elements



# Random-word technique

## CHOOSING A WORD AT RANDOM

Example:

**Chosen word** – Serbia  
**Ideas** – ‘Strategic strike on heart disease’, ‘War on heart disease’

Filatova A.

**Daily Mirror** WED. APR. 3. 1958  
FORWARD WITH THE PEOPLE No. 18,863

# SPACE RACE

## THE RUSSIANS PLAN TO GET THERE FIRST



**THE SPACE RACE IS ON—AND THE RUSSIANS ARE RACING TO BE FIRST TO SEND A MAN-MADE SATELLITE HURTLING ROUND THE EARTH HUNDREDS OF MILES UP.**

**THEIR SATELLITE will be launched within eighteen months, they announced yesterday. And it will be BIGGER than the heaviest Soviet satellite planned by America.**

The breath-taking announcement of the race to outer space was made by Professor Leonid Sedov, chief of the Soviet Interplanetary Commission.

Only five days ago America for the first time... (text continues)

**A satellite 'bigger' than America's**

**Rocket-powered**

**The Duke 'whistles for a wind'**

**INDIA**  
on the road, on the farm, in the factory - for tough work everywhere

# Random-word technique

**EXPLORE OTHER OPTIONS**



Filatova A.