



CHAPTER 3

How You Think in 'Boxes'

Lisa Domnysheva

Your “Creative Thinking Spectacles”

‘Enthusiasts’

- *have high levels of energy giving them far greater scope and vision than other people*
- *have a panoramic view of the world containing infinite variety and complexity*
- *not for them a situation consisting of ‘a problem’; they can identify many other issues, in a rich variety of colours, tones and types*
- *their images can also contain a playfulness, contorting, combining or adapting the different elements before them*
- *they may however overlook the obvious*
- *to their colleagues ‘Enthusiasts’ may appear to over-elaborate, not do the simple and obvious*

Your “Creative Thinking Spectacles”

‘Team Players’

- *they are team focused*
- *they see a world dominated with its emotional undercurrents*
- *they have vision tempered with a sensitivity of how people are feeling, and how they feel about a situation*
- *when tackling a ‘problem’ they can avoid treading on people’s toes or hurting feelings*
- *shy away from taking action to solve a ‘problem’*

Using 'Creative Thinking Spectacles' to Progress Your Creative Idea

A knowledge of these different thinking styles can also help you be more tolerant and understanding of working with colleagues in developing ideas.



The directors, for example, who want quick, clear-cut answers can often be frustrated with their enthusiast colleagues who may elaborate many different alternatives.

Questions Are a Creative Practitioner's Best Friend

- *What are your reasons why? (Why is this important to me?)*
- *What goals are we defining?*
- *What are our priorities? (What possibility thinking do we need to use?)*
- *What is most important? What do we need to do to plan in time?)*
- *What is our level of self-belief for success in this task? (Can it be boosted and improved?)*
- *What personal responsibility am I prepared to take?*
- *How can I involve others? (What are the key tasks to get others involved?)*
- *What do I need to do to take action?*

Arthur Schopenhauer



*“Talent hits a target
no one else can hit; Genius hits a target no one else can see”*