

Green Light Thinking

Creative techniques



Green Light Thinking



Suggested Techniques for Stimulating Ideas

Establish the Creative Range



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



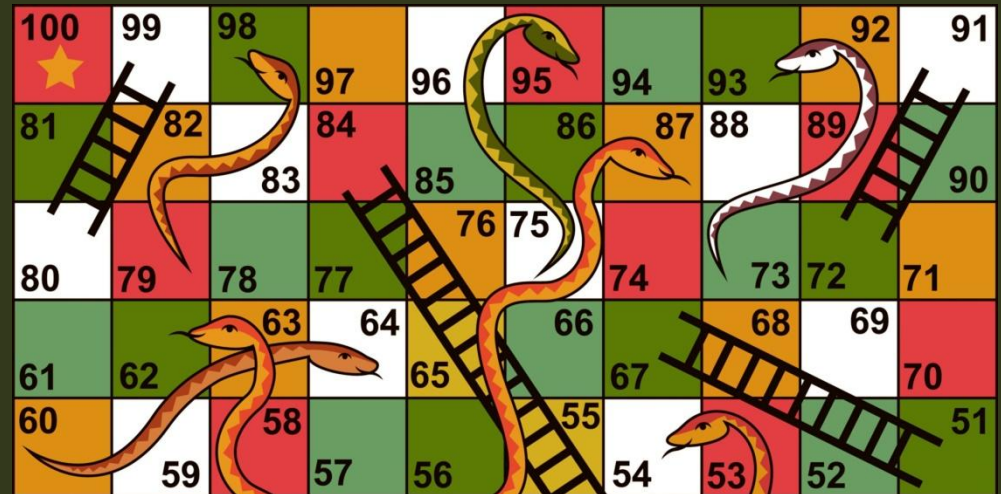
‘I have to tell you that is not the first topic of conversation in the “Two Ferrets” at Hebden Bridge.’

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*

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

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

Example:

Chosen word – Serbia

Ideas – ‘Strategic strike on heart disease’, ‘War on heart disease’

Filatova A.



Random-word technique

EXPLORE OTHER OPTIONS



Filatova A.