

Directed Creativity: Creativity for the Serious Mind (TM)

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Everyone is capable of creative thinking

Perception  
Register  
Recognize  
Encode/Frame  
We miss most of what goes on around us  
We sometimes see things that aren't there  
Stop & take notice  
Exercise: reflect on how cashiers are pulled from their primary jobs to address peak traffic in the check out lines. How might you apply this to healthcare?  
Disasters  
Stop defining people by & confining them to their jobs  
Every pinch point  
Cleaning rooms  
Transporting patients  
Practical advice  
Make it a habit to purposely pause & observe  
Use frameworks  
Example of frameworks for quality

Memory  
Mental benchmarking  
Select a business or industry at random  
Describe the "valleys" of that business - what is natural for them  
Edward DeBono's Mental Valleys Model for thinking  
Take a concept from one valley (Burger King) & bring them to another valley (doctor's office)  
Drive through  
Playground  
Menus  
Borrow concepts from other valleys and apply them to yours  
Borrow from airlines, banks, retail clothing stores, fast food restaurants  
Healthcare rewards program  
Self-check-in kiosks or advanced from home  
Doctor's late board  
Text messaging  
Patient locator GPS  
Be someone else

Basics of creative thinking  
Definitions  
Innovation  
The purposeful production of creative ideas in a given topic area, followed up by deliberate efforts to implement some of those ideas  
Creativity  
The connecting & rearranging of knowledge - in the minds of people who will allow themselves to think flexibly - to generate new, often surprising ideas that others judge to be useful  
A creative thought expressed is sometimes met with laughter, which, of course kills the idea  
Laughter is often a natural response to something unexpected  
Difference between a bizarre idea & a creative idea is utility

Creative addition  
BP cuff & a watch  
Fast food & a hospital  
Crazy glue & a surgeon

Rules, boxes, & mental models  
The 9 dots puzzle  
The box doesn't actually exist  
Break the rules  
Challenge the assumptions  
Challenge the constraints  
Try 4 lines, then 3, then 1  
ORIENTATION  
"Problems can't be solved by the level of thinking that produced them" - Einstein

Mechanics of the Mind

Standardization "versus" innovation

Actually they are the different sides of the same coin  
Stop framing things in polarity  
Instead of saying "or" say "and"  
You cannot study innovation if the day-to-day work is not standardized  
You need standardization to understand how an innovation is affecting things

Be strong of heart... Innovation is nearly always opposed initially

A quote related to the stethoscope in 1834 saying that it will never be adopted  
If people are opposing you, you may be onto something

Judgment

Risk-taking & risk aversion are mental choices  
We are better critics than creative thinkers

3 deliberate mental processes

Attention

To elements in the current reality  
To features, attributes, patterns & paradigms  
To anything you normally don't pay attention to

Escape

From current mental patterns  
From early judgment  
From barriers & rules

Movement

In time or place  
To another point of view  
Free association  
Building on ideas  
Movement is something we try to generate with brainstorming, but brainstorming is pretty weak as a form of creative thinking