eative Problem Solving for Managers, Tony Proctor dispenses readers with rich examples of on techniques, as well as challenging the readers to question fundamental issues and develop own capabilities. Proctor showers readers with easy-to-use techniques that have the potential asform anyone into a genius level creative thinker and problem solver. The author explains and s good practices for managers to avoid arriving at the same old answers to problems. Proctor plenty of techniques that today's readers can use to bridge the creativity gap and unleash hidden potential in problem solving.

**m Hua Tan**, Professor of Operations and Innovation Management, Nottingham University ess School

ivity is a life skill for leaders, managers, decision makers and students. The fifth edition of ive Problem Solving for Managers provides excellent techniques to creative and critical ng. I have used cases, techniques, methods and examples from Tony Proctor's book in my ing, which will help my students to acquire skills in high demand in business and government ve complex problems.

ahabalbari Ahmed, Lecturer in Economics, Birmingham City University Business School

ive Problem Solving for Managers is very supportive of a practice-led approach to gement education, at a time when creative thinking skills are increasingly necessary across isations of all sizes and sectors. Drawing on comprehensive and in-depth theoretical support, rs lots of useful practical cases and examples to stimulate critical analysis and debate.

Juline Loewenberger, Senior Lecturer, University of Bedfordshire Business School

lating and developing the creative potential of all members of an organisation is widely seen ntributing to performance and results. This prestigious textbook provides a complete overview creative problem-solving process and its relevance to modern managers in the private and sectors. It introduces ideas, skills and models to help students understand how creative ng can aid problem solving, and how different techniques may help people who have different ng and learning styles.

ipdated fifth edition includes fresh case studies, exercises and suggested reading, alongside sive diagrams and thought-provoking questions. A new chapter considers the use of stics in decision-making situations faced by managers, and examines how aspects of creative em solving can relate to such situations. It also introduces a complex in-tray exercise, which instrates how the conflicting demands on an individual manager can be considered in practice. orting PowerPoint slides for lecturers are available for each chapter.

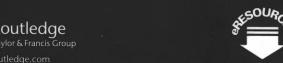
ive Problem Solving for Managers will continue to be an ideal resource for undergraduate and raduate students studying problem solving, strategic management, creativity and innovation gement, as well as managers looking to develop their decision-making abilities.

Proctor is Emeritus Professor at the University of Chester, UK.

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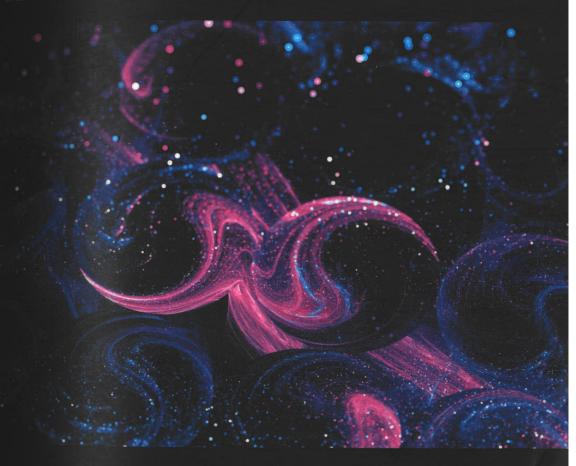




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## CREATIVE PROBLEM SOLVING FOR MANAGERS

DEVELOPING SKILLS FOR DECISION MAKING AND INNOVATION



**TONY PROCTOR** 



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## **Contents**

	ist of Illustrations reface to the fifth edition	xi xv
	Terade to the man cartion	- A V
	1 CREATIVITY AND ITS IMPORTANCE IN BUSINESS	1
	Introduction 1 Changing times 2 Some definitions of creativity 3	
	Paradigm shift 4 Innovation, invention and knowledge 5	
	The importance given to creativity in business 9 How creative thinking may be used in management 12	
	Conditions in which creative thinking is needed most 14  Questions 15  Cases 16	
	Further reading 19	
2	2 BLOCKS TO CREATIVITY	21
	Introduction 21	
	The need to be ready for change 22 Mindset 22	
	When mindset blocks us 23 Other barriers to an individual's creativity 24 Dealing with an individual's blocks to creativity 24	
	Diagnosing whether someone is blocked in their thinking 26 How techniques help to overcome blocks 27	
	Exercise 30  Blocks to organisational greative thinking and ways of dealing with them.	
	Blocks to organisational creative thinking and ways of dealing with them 30 Elements and conditions of creative organisations 32	

V

	Questions 33	
	Cases 34	
	Further reading 38	
3	THEORIES OF CREATIVITY AND THE CREATIVE PROBLEM-SOLVING PROCESS	39
	Introduction 39	
	Creative thinking 41	
	The investment theory of creativity 41	
	The brain as an information processor 43	
	Convergent and divergent thinking 47	
	The conditions of creative thinking 48	
	Origin of creativity 49	
	The cognitive theory of creativity 51	
	How we get ideas: the index metaphor 54	
	Problem-solving mechanisms 56	
	Analogical reasoning 57	
	Questions 61	
	Cases 61	
	Further reading 63	
4	PROBLEM SOLVING AND IMPROVISATION	64
	The nature of problems 64	
	Models 66	
	The problem-solving process 69	
	The problem-solving process and the creative process 72	
	Compositional and improvisational creativity 76	
	Some limitations to formal problem-solving approaches 79	
	Questions 80	
	Cases 81	
	Further reading 84	
5	FACTORS INFLUENCING PEOPLE'S ABILITY TO UNDERTAKE	
	IDEATION	85
	What helps people get ideas 85	
	The techniques 88	
	Qualities of a creative person 88	
	quantito of a dicative person ou	
	Thinking style 89	

	The range of techniques and their suitability for solving different types of problem 94	
	Conclusion 95	
	Questions 96	
	Cases 97	
	Further reading 99	
6	OBJECTIVE FINDING, FACT FINDING AND PROBLEM FINDING/DEFINITION	100
	Objective finding 102	
	Fact finding and problem definition/redefinition 104	
	Dimensional analysis 105	
	Redefinition approaches 109	
	Redefinition approaches: laddering 110	
	Redefinition approaches: goal orientation 110	
	Redefinition approaches: boundary examination 112	
	Redefinition approaches: progressive abstractions 114	
	Redefinition approaches: the 'why' method 115	
	Analytical techniques: decomposable matrices 116	
	Analytical techniques: cause-and-effect diagrams 118	
	Questions 119	
	Cases 120	
	Further reading 125	
7	MORPHOLOGICAL ANALYSIS AND RELATED TECHNIQUES	126
	Introduction 126	
	Checklists 127	
	Morphological analysis 133	
	Force-fitting triggers 137	
	Heuristic ideation technique 139	
	Component detailing 140	
	Sequence-attribute modification matrix 141	
	Questions 144	
	Cases 145	
	Further reading 148	
8	BRAINSTORMING AND ITS VARIANTS	149
	Introduction 149	
	Classical brainstorming 150	
	The process of brainstorming 153	

Problems in groups 92

230

254

Wildest idea variant 156	Questions 224
Stop-and-go brainstorming 157	Cases 225
Round-robin brainstorming 157	Further reading 229
Gordon-Little variation 157	
Trigger method 159	12 MISCELLANEOUS IDEATION TECHNIQUES
Problems with brainstorming 159	
Brainwriting 159	Suggestion box, exhibits and competitions 230
Brainlining 159	Clichés, proverbs and maxims 232
Questions 162	Storyboarding 233
Cases 162	Scenario writing 234
Further reading 167	Scenario daydreaming 235
	Bionics 239
9 LATERAL THINKING AND ASSOCIATED METHODS 168	Free association 239
	Two words 241
Introduction 168	Story writing 242
Overview 169	Mind map 244
Awareness 171	Fishbone diagram 245
Assumptions 174	Lotus blossom technique 247
Alternatives 176	TRIZ 248
Provocative methods 178	Vision building 250
Metaphorical thinking 184	Questions 250
Analogy 185	Cases 251
The discontinuity principle 187	Further reading 253
Six Thinking Hats 187	
Questions 188	13 EVALUATION
Cases 189	Introduction 255
Further reading 192	Sorting 256
	Evaluation methods 258
10 SYNECTICS 194	Qualitative evaluation: reverse brainstorming 265
Introduction 194	Financial evaluation 267
Synectics 195	Mathematical evaluation 268
Conducting synectics sessions 199	Pay-off tables 268
Synectics in action 204	Decision trees 269
Questions 208	Strategic framing 270
Cases 208	Questions 271
Further reading 214	Cases 273
	Further reading 279
11 PARADIGM-BREAKING TECHNIQUES 215	
Introduction 215	14 DECISION MAKING AND PROBLEM SOLVING
Weights for thought 215	Introduction 281
Paradigm-breaking techniques 218	Types of decision 281
Disruptive technology 223	
Distuplive technology 223	Naturalistic decision making 282

281

Use of heuristics 283

Questions 290

The analytic hierarchy process 286

Groups are better at making decisions 287

Making decisions involving risk or uncertainty: prospect theory 287

How creative problem solving can help decision making 289

Exercise 290 Cases 296 Further reading 297 15 IMPLEMENTING IDEAS 299 Introduction 299 Ideas are not readily implemented 299 Sources of resistance to change 301 Role of communication in overcoming resistance to change 302 Putting ideas into practice 303 Reducing resistance to change 305 Climate for change 311 Questions 311 Cases 312 Further reading 314 16 COMPUTER-ASSISTED CREATIVE PROBLEM SOLVING 316 Introduction 316 History of development 316 Structured approach to creative problem solving in computer programs 318 Types of computer-assisted stimulus 318 Conventional software 321 Questions 330 Cases 330 Further reading 332 Appendix 1: Case example of the creative problem-solving process 334 Appendix 2: Notes on problems 343 References 347 Author index 364 Subject index 368

## **Illustrations**

## **FIGURES**

1.1	Paradigm life-cycle curve	5
2.1	Jones' blocks to creativity	25
2.2	Perceptual block	26
2.3	The broken clock problem	29
3.1	Overview of the chapter	40
3.2	Brain theories: the whole brain model (Herrmann/Wallas)	45
3.3	The conditions of creativity	48
3.4	Semantic network	53
3.5	The index metaphor	55
4.1	Overview of the chapter	65
4.2	A model of the problem-solving process	66
5.1	Factors influencing people's ability to undertake ideation	86
6.1	Position of this chapter within the CPS process	101
6.2	Overview of objective finding and problem finding /definition	102
6.3	Objective finding	103
6.4	A toy manufacturer reviews its marketing position and strategies	103
6.5	Fact finding	104
6.6	Dimensional analysis	107
6.7	Overview of the problem-finding process	108
6.8	Defining the problem	109
6.9	Laddering	110
	Goal orientation	112
6.11	Boundary examination	113
6.12	Progressive abstractions	114
6.13	The 'why' method	115
6.14	Decomposable matrices	116
6.15	Hierarchical sub-systems of a motor car	117
	A decomposable matrix	118
6.17	Cause-and-effect diagram	119
7.1	Position of this chapter within the CPS process	127
7.2	Which techniques to use	128
7.3	Steps in morphological analysis	134