

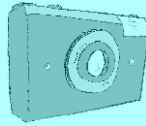
# How Antiquated Thinking works

By Jeffrey Baumgartner

It's nothing like brainstorming!

If you are bored with brainstorming that generate dozens of ideas, none of which are very creative or ever get implemented, then try out unconventional thinking (ACT). It's a new approach to individual and collaborative creativity that overcomes the weaknesses of brainstorming; incorporates the latest research into how the brain works when generating ideas; and is modelled after the way artists, writers, scientists and other highly creative people collaborate on creative projects.

Typical brainstorm challenge:  
"In what ways might we improve our digital cameras?"



Boring!

ACT, as its name implies, is about rejecting conventional thinking in favour of unconventional thinking when you need to be creative. Unlike other creative thinking methods, ACT is not about generating lots of boring ideas. Rather, it is about deeply understanding a situation for which you have a creative goal and then building a creative vision and an action plan. Here are the four steps to the ACT process. You can find loads more information about ACT at [www.CreativeJeffrey.com](http://www.CreativeJeffrey.com).

## 1. Play with the situation



You've got a situation in which you want to do something creative, like update a product, design a new business model or improve a process. Do not generate ideas yet! Instead, play with the situation. You do this in three ways.

### Meditate

Put yourself into a meditative state and explore the situation in your mind.

### Question

Ask questions, including analytical questions (why do we want to do something creative here?), emotional questions (how do our customers feel about this situation?) and unconventional questions which are a bit weird but fun (How would a penguin deal with this situation?)

### Wandering Mind

Let the situation sit in the back of your mind and percolate for a few days. Don't think about it much, just let it sit so your mind can play with it

## 2. Formulate a sexy goal



One reason brainstorming results in so many ideas is because they start with boring problem statements which inspire boring ideas from participants

In ACT, you start with a sexy goal statement which inspires sexy ideas..

Sexy goals are provocative, desirable and interesting.

### Compare

Compare a typical brainstorm problem statement: "In what ways might we update our digital camera product."

Verus an ACT sexy goal: "Design a device to capture, save and share memories."

Which do you think is more likely to inspire creative, unconventional ideas?

## 3. Build a creative vision



Most ideation events involve capturing lots of boring ideas in hopes that one or two ideas are creative.

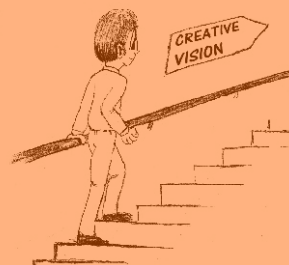
In ACT, you reject boring ideas immediately and focus on building a single, grand, creative vision which is constructed with ideas in much the

same way a group of children (or adults) might construct a castle out of building blocks.

### Criticism Is Encouraged

In an ACT session, you are expected to criticise ideas that don't make sense, won't work or are boring. Others can and should defend criticised

## 4. Step-by-step action plan



Big creative visions are great fun to play with, but intimidating to implement. That's why the last step of an ACT session is to outline an action plan.

Break your creative vision into smaller, manageable steps that take you from your current situation to the implementation of your creative vision.

### Responsibility

Then you assign someone on your team to take responsibility for each and every step.

Implementing a single step of an action plan is way less intimidating than implementing a creative vision. But, the first step is a start to complete implementation