

## INFORMACIJA MOKYTOJUI APIE IDĖJŲ GENERAVIMO METODUS

### Osborn's method:

Osborn claimed that two principles contribute to "ideative efficacy," these being:

Defer judgment,

Reach for quantity.

Following these two principals were his four general rules of brainstorming, established with intention to:

- reduce social inhibitions among group members,
- stimulate idea generation
- increase overall creativity of the group.

**Focus on quantity:** This rule is a means of enhancing divergent production, aiming to facilitate problem solving through the maxim quantity breeds quality. The assumption is that the greater the number of ideas generated, the greater the chance of producing a radical and effective solution.

**Withhold criticism:** In brainstorming, criticism of ideas generated should be put 'on hold'. Instead, participants should focus on extending or adding to ideas, reserving criticism for a later 'critical stage' of the process. By suspending judgment, participants will feel free to generate unusual ideas.

**Welcome unusual ideas:** To get a good and long list of ideas, unusual ideas are welcomed. They can be generated by looking from new perspectives and suspending assumptions. These new ways of thinking may provide better solutions.

**Combine and improve ideas:** Good ideas may be combined to form a single better good idea, as suggested by the slogan "1+1=3". It is believed to stimulate the building of ideas by a process of association.

## Disney's method:

It is said, that film producer and innovator, Walt Disney used to think-up and refine ideas by breaking the process into three distinct chunks. The dreamer, the realist, and the spoiler (or critic).

### **The Dreamer**

This stage was for fantasizing. Creating the most fantastic and absurd ideas as possible. No filter. Just wonderful, raw ideas. This stage was about “why not?”

### **The Realist**

As the Realist, the Dreamer ideas would be re-examined, and re-worked into something more practical. It wasn't about the reasons it could not be achieved, but only about it could be done. This stage is about “how?”

### **The Spoiler**

The third stage he would become the critic... shooting holes in the ideas he had come up with.

It is said, the ideas that survived this process were the ones Walt would work on. By compartmentalizing the stages, Walt didn't let reality get in the way of the dream step. The realist was allowed to work without the harsh filter of a spoiler. And, the spoiler spends time examining a well-thought idea... something with a bit more structure. When we brainstorm alone and in groups – too often – we tend to fill the room with a dreamer or two, a few realists, and a bunch of spoilers. In these conditions dream ideas don't stand a chance.

### **Different Rooms for Different Stages**

There is additional information that Walt went further, moving from one room to another as he shifted thinking. Using spaces specifically for each stage.

Imagine how powerful it would be if... Conference Room A in your office could ONLY be used for dreaming? For coming up with the broadest ideas possible. No filtering. No realist or spoiler. Conference Room B was ONLY for the Realist. Only finding ways to convert dreams to reality. And, Conference Room C... for the spoiler and critic to help find any additional weak spots to be fixed before an idea goes live. So many more ideas would get the chance to be refined and further examined for merit.

The risk? A few additional ideas that end up as bad ideas have a chance to be re-examined. The benefit... a few additional ideas that would have been tossed out as losers, are re-examined and end up as winners.