

# Rules for Creative Thinking:



**Defer judgment**

**Strive for quantity**

**Seek wild & unusual options**

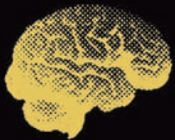
**Combine & build on options**

**-Alex Osborn**

The color copier probably came into your life around 1990. Know when Xerox started marketing them? 1971. They failed the first time not because of cost or quality. Turns out there was nothing in the office in color! Everything was black and white. Remember typewriters? Can you imagine proposing this idea again 15 years later?

Fortunately there are rules that generate innovative solutions\*. 1] Defer judgment (plenty of time to judge options *affirmatively* later), 2] Strive for Quantity (at least 30-50), 3] Seek Wild and Unusual Options, and 4] Combine and Build on Options. Deliberately use these rules when you're seeking ideas in order welcome those new, different, and brilliantly colorful solutions.

**Divergence Rules!**



Training people to innovate for growth  
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*"The most damaging phrase in the language is:  
"It's always (or never) been done that way."*

*—Grace Hopper, Ph.D.  
US Navy Admiral and Computer Scientist*



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