

Chapter 4: Creating Possibilities

Key points of chapter

This chapter covers the creativity (right brained) portion of the decision making and problem solving process. James L. Adams' book titled *Conceptual Blockbusting* is summarized in a couple of pages. Adams says there are six broad categories of things which block creativity. Emotional blocks include such things as fear of making mistakes and a need for security. Perceptual blocks exist when individuals don't perceive what they expected or don't look at things the same way as others. Cultural blocks occur when traditions and taboos get in the way of creativity. Environmental blocks come from problems created by bureaucracy, co-workers, and so on. Intellectual blocks occur when people don't have adequate information or understanding to be creative, and Expressive blocks exist when people have ideas, but aren't sure how to explain them.

Barriers to creativity can be overcome by intentionally changing an organization's climate or an individual's attitude as they relate to creativity. Being creative can occur when people understand and practicing certain techniques and tools which encourage creativity. Creativity is essential to both problem solving and decision making.

Answers to Study Questions

1. Emotional, environmental, perceptual, intellectual, cultural & expressive.
2. While they may originate from the same causes, values are more deeply ingrained than attitudes, thus more difficult for an individual to change.
3. Practice, exposure to new and creative situations, classes, puzzles and brainteasers, competition, healthy habits, use of tools of various kinds.
4. True.
5. (a) Establishing goals; developing options: Steps 1 & 3. (b) Steps 1, 3 & 4.

Answers to Exercises

B S A I N X L E A F N F E A R S Crossing out SIX LETTERS leaves BANANA.

26 = Letters of the Alphabet

3 = Blind Mice (See how they run)

7 = Wonders of the Ancient World

11 = Players on a football team

18 = Holes on a golf course

1001 = Arabian Nights

1 = Wheel on a unicycle

13 = Stars on the American Flag

12 = Signs of the Zodiac

The paragraph does not use the most common letter: "e."

(Individual work – no common answer exists.)

Additional materials

A couple of extra brain pages are offered. The answers are included in the supplemental materials for the following chapter.

Additional Creativity Exercises

Add one line to this and turn it into 6.

IX

What is the ordering of these numbers?

8, 5, 4, 9, 1, 7, 6, 3, 2, 0

What is the next letter in the sequence?

O T T F F S

What is different between the following two groups?

A E F H I

B C D G J

MAN
BOARD

STAND
I

CA SE
CASE

KNEE
LIGHT

LE
VEL

0
M.D.
B.A.
PH.D.

| |
0 0
0 0
0 0


TRAP

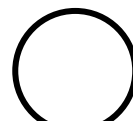
ECNALG

CLC JDY MOMANON

READING

LATE
N_e^r*Ve*

ININIII


ME