

Leadership and Team Effectiveness
Prof. Santhosh Rangnekar
Department of Management Studies
Indian Institute of Technology, Roorkee

Lecture - 57
Enhancing Creativity Problem Solving Skills

Now very very interesting and topic which will give you the opportunity right. So far, we have discussed and discussed this particular leadership and team building effectiveness, but now this topic will allow you to practice at your workplace, think of yourself based on all these, and design your model. So, therefore, there. It is creativity.

That is how we enhance the creativity and solve the problem; now you see many times we find it is the many people find some same problem is complicated and challenging. While the other person with this same status finds that this problem can be solved, and then he accepts the challenge and the work on that particular challenge. So, exactly why is the one person.


So, personality characteristics that make this individual difference are creativity. Dear friends, you will find that if you want to solve any particular problem, you need not go through the only whatever has been let down principles, but then you can implement your model on thought process your trial and error practices. So, that will solve your problem is there.

Maybe the interpersonal problem and maybe the personal or professional problems are concerned. So, how we can use this particular creativity trait personality trait that we will be discussing in this particular session is there. So, first, we have to understand that it is a problem-solving everybody understands that is a problem has to be solved.

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So, what is new is the creative problem solving we will try to understand. Then if there are the core principles of creative problem solving, this problem creative problem-solving learners model steps in the problem-solving convergent versus the divergent thinking the creative problem-solving process tools and strategies want to be more valuable in your career.

Then how to be more valuable in your career and improve your creativity skills, and five ways to sharpen your problem-solving skills as a result of the case study research papers, book recommendations and the references are concerned.

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What is Creative Problem-Solving?

- Alex Osborn, founder of the **Creative Education Foundation**, first developed creative problem solving in the 1940s, along with the term "**brainstorming**." "And, together with Sid Parnes, he developed the Osborn-Parnes Creative Problem Solving Process.
- Creative problem-solving is an approach that identifies unique solutions to issues through a process of problem identification and resolution planning. It goes beyond conventional approaches to find solutions to workflow problems, product innovation or brand positioning.

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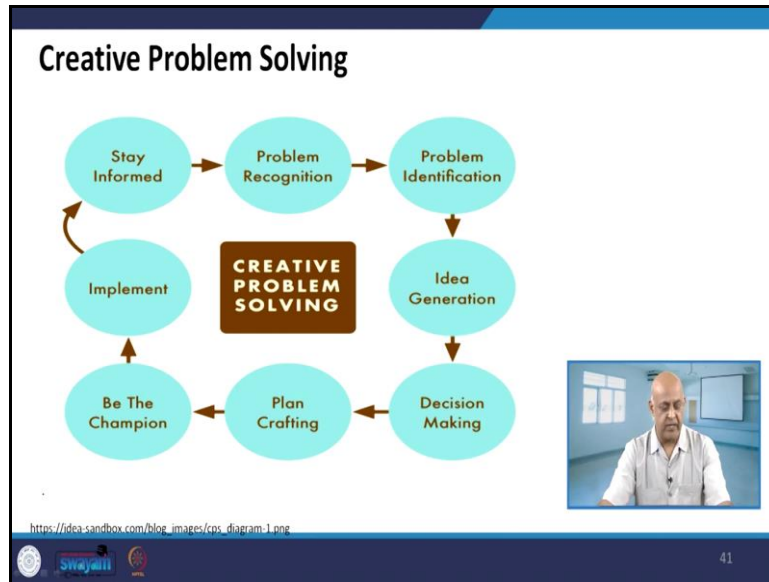
Now we have first to understand that can be taught the creativity. So, the creative education foundation first developed creative problem-solving in the 1940s. So, along with the term the brainstorming and Sid Parnes, he developed the Osborn-Parnes creative problem-solving process. I have discussed these techniques and tools in my earlier subject, which is about the training of trainers that is always gone for these brainstorming meetings and the group discussions.

Furthermore, this type of this process and the work culture are helping you develop new solutions. Furthermore, therefore whenever we are talking about creative problem solving, it is an approach that identifies unique solutions to issues through problem identification, and the resolution planning is there. Now, this is another aspect like the many people are getting involved more in the symptoms of the problems.

Furthermore, therefore, they cannot identify that is what the problem is there. Furthermore, when the problem is not identified, how you can give a unique solution to that problem is there. So, the first and foremost requirement is problem identification, and once you can, I can identify the problem. Simple examples I always give about that is the productivity and absenteeism is there.

Furthermore, many people start working on this, but these are not the problem of the problems; these are the symptoms of the problems. So, often the tip of the iceberg is only what we try to work on, and we overlook that is the root cause. Furthermore, therefore, in that case, it is always better that we go for this problem identification first.

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Furthermore, once we understand the problem correctly, we can attempt to solve that particular problem. Now here, when there can be the different ways of the traditional methods and traditional ways are there. Here we will talk about the creative problem solving is there. So, first and foremost, which is essential, is staying informed. Many leaders are unaware of what is happening at the ground root level.

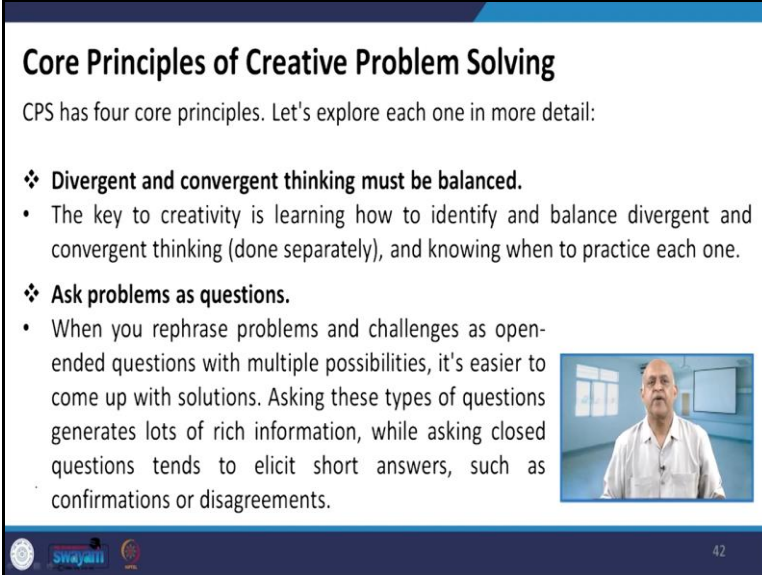
Furthermore, therefore, in that case, the information process required to be very strong is there. Once that is the complete information, he will recognize that there is some problem based on that first acceptance. If there is a problem, then problem identification will be there. So, unless and until the one disagrees that there is a problem, there will be no, problem identification will not be there.

In the previous sessions, we talked about idea generation and creativity. It is how you can enhance that creativity and ideas as much as ideas to generate as much as possible. So, therefore, in that case, you know that is about the brainstorming group discussion meetings and then what we you say that is out the collective wisdom, and that will be used to make the decision making will be there.

Moreover, whatever the decision will be there, which will be having the plan crafting, the decision must be implemented. Furthermore, you also have to be a risk-taker in implementing

that decision. So, therefore if you are a risk-taker, you will take the lead, and if you take the lead, you will be the champion. So, to become the champion, it is necessary that whatever the planning you are suggesting planning you can implement.


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Core Principles of Creative Problem Solving

CPS has four core principles. Let's explore each one in more detail:

- ❖ **Divergent and convergent thinking must be balanced.**
 - The key to creativity is learning how to identify and balance divergent and convergent thinking (done separately), and knowing when to practice each one.
- ❖ **Ask problems as questions.**
 - When you rephrase problems and challenges as open-ended questions with multiple possibilities, it's easier to come up with solutions. Asking these types of questions generates lots of rich information, while asking closed questions tends to elicit short answers, such as confirmations or disagreements.



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Furthermore, when you are making the implementation, you will be able to solve a particular problem because that is implemented. Moreover, once implemented, you can take the feedback and then go for further development as the solutions for that particular problem are concerned. The core principles for this creative problem solving that is the, first and foremost is divergent and convergent thinking, must be balanced.

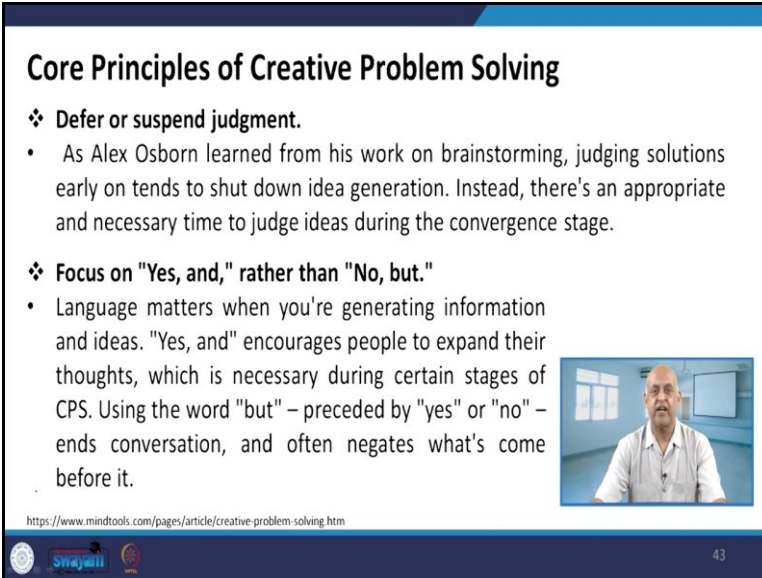
Now you see that many people will give the solutions whenever you have a brainstorming session. Now what type of solutions they give are realistic, achievable, or not, or just going to be the divergent right, and when they are going just divergent, there will be no solution because practical debt will not be possible. Some people will go very traditionally, and therefore, in that case, they will be different in what has been said by these divergent people is there.

So, therefore it question of arises when to practice each one is there. We have to go by the divergent or go by the convergent. So, ask problems as questions; when you rephrase and challenge open-ended questions with multiple possibilities, it is easier to develop the solutions.

So, therefore brainstorming session is to be ignited. So, when you ignite the brainstorming session with the open-ended question is there.

There is no framework, no boundary, and therefore, in that case, as soon as you ask the open-ended question, every individual, based on his experience based on his education knowledge, will try to give these solutions to he will give. So, asking this type of open question generates much rich information while asking close questions that receive short answers such as confirmations or disagreements.

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Core Principles of Creative Problem Solving

- ❖ **Defer or suspend judgment.**
 - As Alex Osborn learned from his work on brainstorming, judging solutions early on tends to shut down idea generation. Instead, there's an appropriate and necessary time to judge ideas during the convergence stage.
- ❖ **Focus on "Yes, and," rather than "No, but."**
 - Language matters when you're generating information and ideas. "Yes, and" encourages people to expand their thoughts, which is necessary during certain stages of CPS. Using the word "but" – preceded by "yes" or "no" – ends conversation, and often negates what's come before it.

<https://www.mindtools.com/pages/article/creative-problem-solving.htm>

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So, therefore in that case, what are those short answers are there will be these solutions to be these particular problems. So, therefore that will depend upon the structure of the brainstorming done by the leader and members. Defer or Suspend judgment is there; as Alex Osborne learns from his work on brainstorming, judging solutions early on tends to shut down the idea generation.

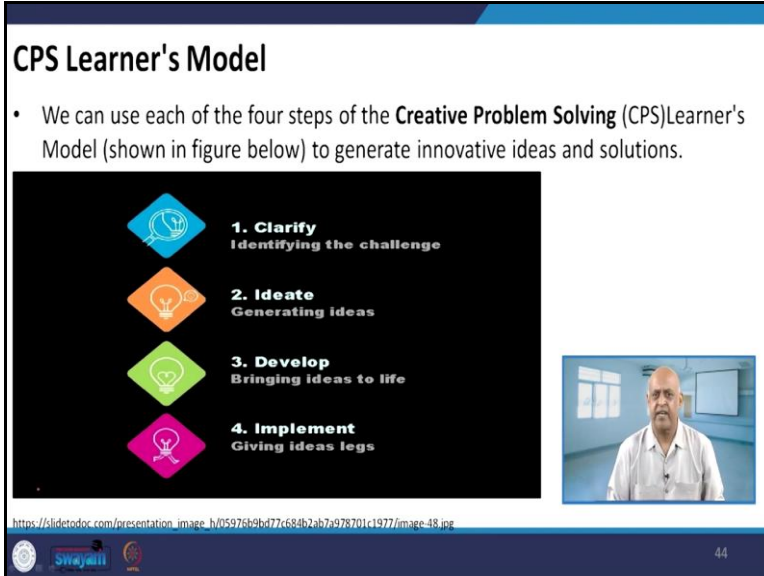
Now you see many times the people very fast they very first conclude that this is the decision which is to be taken, but then, in that case, many ideas are shut down. Instead, there is an appropriate necessary time to judge ideas during the convergent stage is there. Moreover, therefore, in that case, it is often not a divergent right; instead, you have to go by the convergent stage.

When you go by, the convention stage is there. So, therefore you will be taking the help of each person, and the approach will be very positive. And then, in that case, the decision made by this particular group will help when the leader also wants to make the decisions. Focus, you know, focus on yes and rather than no but so; therefore, it is always because everything is uncertain.

So, therefore you can say yes; also, you can say no, but what is suggested is that that is the yes, and we can try. So, therefore that will encourage people to expand their thoughts which is necessary during the particular stages of critical problem-solving. While using the word but then, many people say your idea is excellent, but we cannot implement it. So, the word preceded by the yes or no ends the conversation and is often neglected as soon as you do.

So, what does the come before it is there? So, never have this particular approach that is a no but rather than always prefer to go by the yes, and this is possible, and we can do it.

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The slide titled "CPS Learner's Model" features a list of four steps, each with a corresponding icon: 1. Clarify (Identifying the challenge) with a blue diamond icon containing a magnifying glass; 2. Ideate (Generating ideas) with an orange diamond icon containing a lightbulb; 3. Develop (Bringing ideas to life) with a green diamond icon containing a person; 4. Implement (Giving ideas legs) with a pink diamond icon containing a person with legs. A small video inset shows a man in a white shirt. The slide footer includes a URL, logos for Swayam and Swayam Prakashan, and the number 44.

CPS Learner's Model

- We can use each of the four steps of the **Creative Problem Solving (CPS)**Learner's Model (shown in figure below) to generate innovative ideas and solutions.

- 1. Clarify**
Identifying the challenge
- 2. Ideate**
Generating ideas
- 3. Develop**
Bringing ideas to life
- 4. Implement**
Giving ideas legs

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Swayam Swayam Prakashan 44

So, in this critical problem solving, you can use the four steps of creative problem-solving to make it easy to generate innovative ideas and solutions. So, now it is the leader's responsibility that is how these creative problems are doing he will be able to generate in the brainstorming session. So, first and foremost is that he has to clarify. So, identifying the challenge that is the whatever these the problem is there.

Then that has to be very much clarified because those goals are the goals which are to be achieved, and then, in that case, a simple example is you want to minimize the workforce. And then, in that case, the clarification is that if we want to minimize human resources because of the economic conditions, then the VRS cannot be the right solution because, in the VRS, you have to give the money. Is there any other solution without giving the money we can change the human resources?

Then ideate is there. There is whatever the idea is given and then in that case that is generating ideas are there, and then the development brings the ideas to life and then at the actual direction that we are developing and then implement this particular idea. Therefore, in that case, whenever we clarify, and the idea develops an implementation, those particular ideas generated will help us solve the problem is there.

In the case whenever we are not going by these the understanding of that what we want precisely and what ideas are required whether the financial ideas are required whether the non-financial ideas are required, or the further development is concerned then, in that case, it will be challenging to implement this particular idea.

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1. Clarify
Explore the Vision- Identify the goal, wish, or challenge.
Gather Data- Describe and generate data to enable a clear understanding of the challenge.
Formulate Challenges-Sharpen awareness of the challenge and create challenge questions that invite solutions.

2. Ideate
Explore Ideas- Generate ideas that answer the challenge questions.

3. Develop
Formulate Solutions-To move from ideas to solutions. Evaluate, strengthen, and select solutions for best "fit."

4. Implement
Formulate a Plan- Explore acceptance and identify resources and actions that will support implementation of the selected solution(s).

<https://www.creativeeducationfoundation.org/what-is-cps/>

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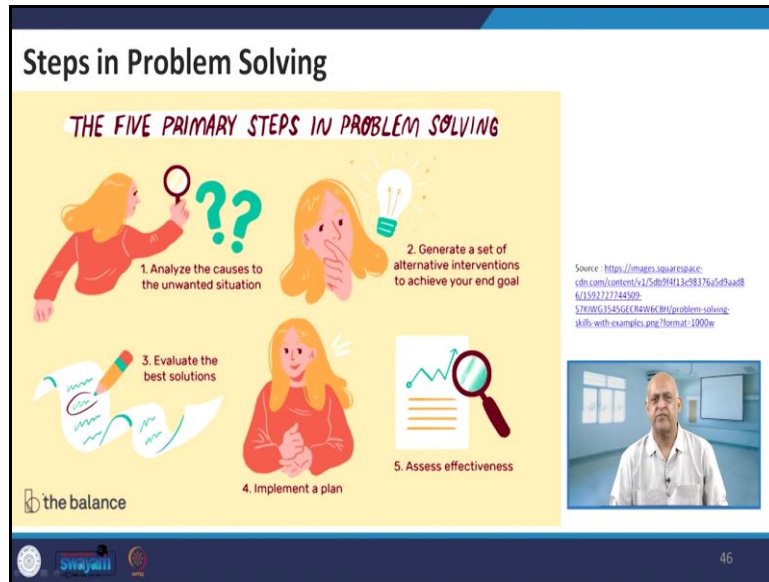
So, when you talk about clarifying the explorers' vision, the goal vision challenge is there. Typically, this goal concerns a particular task, a new product development, or a market extension. Furthermore, this is related to exploring the vision is there. Furthermore, we gather the data describe and generate data to enable a clear understanding of the challenges. Furthermore, therefore, in that case, we can develop this particular understanding right for how we can solve this particular problem.

As I was giving the example of minimizing the main power is concerned, it should be evident that is why we want to minimize the workforce, and as you clarify that is the competitiveness is there. The financial conditions are there. Social conditions are there. Technological conditions are there, and then precisely what is the reason. So, we have the clear cut data that will be talking about what the issues are there.

Based on these emerging issues, we will create the challenge questions that invite the solutions to be there. Whenever the challenges are invited, they will explore the idea. Now, that will be fulfilling that particular need of that solution. So, therefore it is the formulate the solutions to move from ideas to solutions, evaluate, strengthen and select solutions for the best fit.

So, if we can evaluate even if it may be based on the resources, whether it is possible or not possible, similarly the strengthen that is then whether we can strengthen or it will be we can in the case we implement it. Furthermore, the selected solutions for the best fit are there. For every organization, every group, every team, every family, there will be the different solutions that cannot be the uniform solution for all and therefore select the solutions for the best fit for that particular situation.

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And then the implementation is there. Furthermore, therefore you will be able to implement your ideas so that you can achieve your goal. So, the steps in the problem solving are the five primary steps problem solving is there. There is to analyze the causes of the unwanted situation and generate a set of alternative interventions to achieve your end goal. Furthermore, here we will find it whenever we search, especially the leader searching for the solutions.

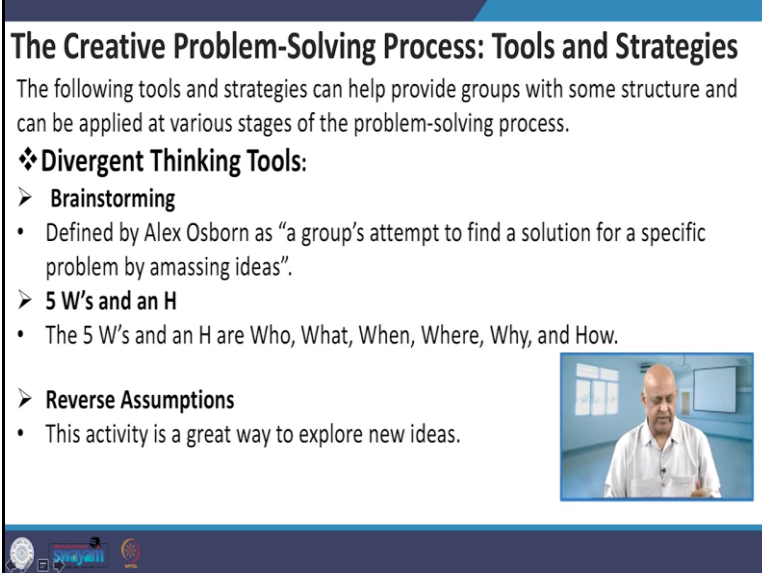
And then he has to create the alternate alternatives as many alternatives as much as possible is there. Because when you create several alternatives, you will be able to evaluate them; if your alternatives are significantly fewer, your choices are very few, and then it will be very difficult for you to select and solve the problem. So, therefore they evaluate the best solutions, whatever the alternatives are there.

Continually evaluate these alternatives, which can then be evaluated based on the resources the organizations have. So, therefore, in this case, the specific resources of organizations are powerful. So, that solution will be applicable in, for example, the main power; if the organization has the human resources, there will be a solution. If an organization has the; technology, that will be another solution.

So, therefore we have to understand and evaluate the best solution based on the best available resource for solving the problem. Then the implement a plan is there. Whenever those solutions

we after the evaluation, we have finally adopted a particular solution, and that solution will be implemented, and then there will be the assets the effectiveness will be developed.

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The Creative Problem-Solving Process: Tools and Strategies

The following tools and strategies can help provide groups with some structure and can be applied at various stages of the problem-solving process.

❖ **Divergent Thinking Tools:**

- **Brainstorming**
 - Defined by Alex Osborn as “a group’s attempt to find a solution for a specific problem by amassing ideas”.
- **5 W’s and an H**
 - The 5 W’s and an H are Who, What, When, Where, Why, and How.
- **Reverse Assumptions**
 - This activity is a great way to explore new ideas.



We have discussed the earlier convergent versus divergent thinking and the process of figuring out a concrete solution to any particular problem. So, it is a straightforward process that focuses on figuring out the most effective answers to a particular problem. Now the priorities, you can decide the priority one, priority two priority three based on that is what will be the most effective answer will be there.

Moreover, therefore it should include speed, accuracy and logic. Now, these dimensions mentioned here may keep on changing, and therefore it will depend from the task to task in the case of the divergent is there. Then they express the multiple possible solutions to generate creative ideas, opening the mind in various directions and trying out multiple solutions for a problem.

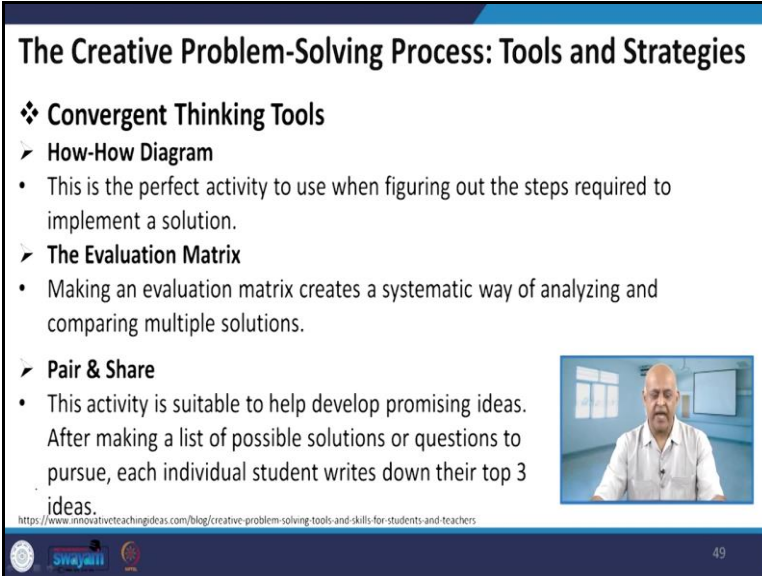
So, the same mind is working for the different solutions are there. Its characteristics include the spontaneous fear of flowing and the non-linear is there. Furthermore, therefore, in that case, this type of this thinking may lead to the many times not identifying the solutions to the problem. So, in the case of these structures that can be applied at various stages of the problem-solving process, divergent thinking and brainstorming are there.

So, example in the beginning also, we have given this particular example. So, it is defined by Alex Osborn as one group attempting to find a solution for a specific problem by amazing the ideas. Furthermore, the five w's and H are what, where, when how and the who. Then based on this, we can work and can initiate our ideas is there. If this is the solution, who will be able to provide these particular solutions and what will be the same material or matter required.

Furthermore, where we will be able to get this particular solution and why we should go only for this particular solution. Furthermore, therefore we talk here about it is the evaluation of the solution and selecting the best solution. Furthermore, the most critical point will be how that is when we will be able to implement this particular solution. So, therefore in that case, in the brainstorming sessions, we find the different ideas from different types of people.

So, reverse assumptions are that this activity is a great way to explore new ideas. Now you usually see that we always go by understanding in one vertical only right, but whenever it is challenged correct, reverse assumptions are there. Then definitely have to think about whether it could gain these solutions in the reverse assumptions.

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The Creative Problem-Solving Process: Tools and Strategies

- ❖ **Convergent Thinking Tools**
 - **How-How Diagram**
 - This is the perfect activity to use when figuring out the steps required to implement a solution.
 - **The Evaluation Matrix**
 - Making an evaluation matrix creates a systematic way of analyzing and comparing multiple solutions.
 - **Pair & Share**
 - This activity is suitable to help develop promising ideas. After making a list of possible solutions or questions to pursue, each individual student writes down their top 3 ideas.

<https://www.innovativeteachingideas.com/blog/creative-problem-solving-tools-and-skills-for-students-and-teachers>

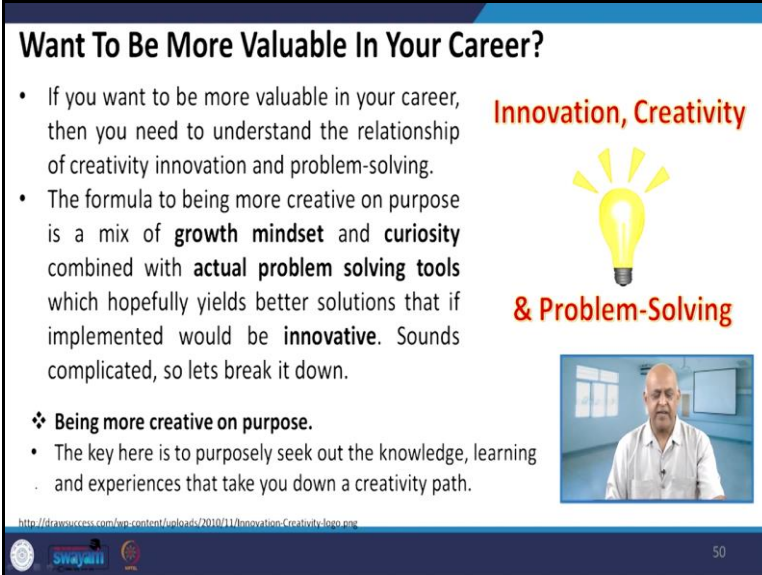
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In the convergent thinking tool, this is a how-to diagram. This is perfect equity to use when figuring out the steps required to implement a solution. Moreover, the evaluation matrix creates a

systematic way of analyzing the multiple solutions, and then we will be able to develop them. Pair and share are there. Suitable to help develop promising ideas whenever we have these promising ideas after making a list of possible solutions.

Our questions to the persons each student to write down their top three ideas are there. Furthermore, this type of exercise can be done in the organizations and wherever you are at the workplace; you ask your team members who give your top three ideas to solve this problem. Moreover, especially in the case of the Japanese companies, we find that this type of initiative has been given to the academic institutions to identify the solutions to the problems.

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Want To Be More Valuable In Your Career?

- If you want to be more valuable in your career, then you need to understand the relationship of creativity innovation and problem-solving.
- The formula to being more creative on purpose is a mix of **growth mindset** and **curiosity** combined with **actual problem solving tools** which hopefully yields better solutions that if implemented would be **innovative**. Sounds complicated, so lets break it down.


❖ **Being more creative on purpose.**

- The key here is to purposely seek out the knowledge, learning and experiences that take you down a creativity path.

Innovation, Creativity



& Problem-Solving



<http://drwajid.com/wp-content/uploads/2010/11/Innovation-Creativity-Logo.png>

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If you want to be more valuable in your career, then, in that case, you need to understand the relationship between creative innovation and problem-solving is there the purpose of a mix of the growth mindset and the curiosity combined with the essential problem-solving tool. Now the growth mindset is in the case depends on independence from the environment is there. And then, if the environment is provided, the individual will think of the carrier.

Alternatively, the organization's responsibility is to create that work culture that our climate. So therefore, in that case, the people who have the growth mindset are there. Now in many organizations, we find it is a people. We are not voluntarily coming forward to solve these

problems ending our growth mindset and curiosity right. Then, if that is not the culture, problem-solving will not be there.

So, hopefully, the better solutions that, if implemented, would be innovative. So, it does not sound straightforward. So, let us break down then we find that it will bring more care to you on purpose. So, how to be more creative is knowing to seek out the knowledge, learning and experiences that take you down a creative path. So, right from childhood, we are gaining knowledge.

And then, at the right time, we have to compile that knowledge and convert that into wisdom is there. So, these learning and experiences take you down a creative path. So, freedom is to be given many times it has been formed; it is the lack of that freedom, which is not making the person build their carrier.

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Want To Be More Valuable In Your Career?(Cont.)

- ❖ **Learning how to solve problems.**
 - You don't solve problems by pulling random people in a room and doing a brainstorming session that goes nowhere over two hours.
 - First, research and learn problem solving frameworks. Second, learn how to really identify the real problem and not the symptom.
- ❖ **Allowing innovation to happen.**
 - If I asked you to be more innovative, what would you do?
It's almost impossible to be innovative on purpose. This is where the formula mentioned below comes into play.

Growth mindset + curiosity + problem solving framework and tools = potential innovation.

<https://www.forbes.com/sites/bernhardschroeder/2020/04/01/want-to-be-more-valuable-in-your-career-then-you-need-to-understand-the-crazy-and-complex-relationship-of-creativity-problem-solving-and-innovation/?sh=1240c23a7900>

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So, learning how to solve problems is there. So, you do not solve problems by pulling random people into a room and doing a brainstorming session that goes nowhere over two hours. So, first, research and learn problem-solving frameworks. Second, learn how to identify the real problem and not the symptoms. So therefore, in that case, it is becoming crucial that you collect the highly concerned people and expertise.

Moreover, when they work on it, they detail that particular problem and make that easy to be the solution in the framework. So, therefore that research and the framework to solve that particular problem learning is very important. Second, learn how to identify the real problem and not the symptom is there that I have talked about earlier.

Now, allowing the innovation to happen. If I were asked to be more innovative, what would I do? So, therefore it is almost impossible to be innovative on purpose. The formula mentioned below comes into play with a growth mindset that is very important for an individual. Then he should have the curiosity, and then on that curiosity, he will develop the problem-solving framework.

Furthermore, tools will be designed, and the potential innovation will be there. So, therefore these parameters of the growth mansion curiosity problem-solving framework that is whose responsibility actually in it is a responsibility of the leader and the organization to create where these people their minds are ignited many times very creative employees without giving any contribution are getting retired.

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How to improve your creativity skills

- As we've learned, creativity skills are really desirable for employers and can be incredibly useful in the workplace.
- Here is some of the points to develop our creativity in different ways.

❖ **Work on your self-awareness**

- Becoming self-aware and acknowledging the limitations of our own thought processes when it comes to creativity is the first step to becoming more creative and innovative.

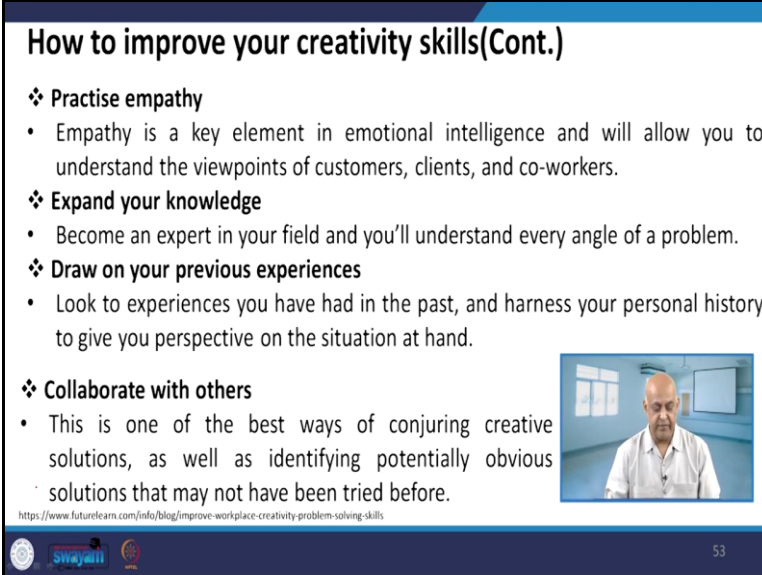
<https://hustlertalks.com/wp-content/uploads/2020/04/how-to-improve-creative-thinking-skills.jpg>

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So, therefore, in that case, it is always better to work on this formula and create that particular environment. As we all learn, creativity skills are desirable for employers and can be incredibly useful. So, how can we develop this? Our creativity is there. First and foremost is that that is

working on your self-awareness. So, becoming self-aware and acknowledging the limitations of our thought process when it comes to creativity is the first step to becoming more creative and innovative of our self is concerned.

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How to improve your creativity skills(Cont.)

- ❖ **Practise empathy**
 - Empathy is a key element in emotional intelligence and will allow you to understand the viewpoints of customers, clients, and co-workers.
- ❖ **Expand your knowledge**
 - Become an expert in your field and you'll understand every angle of a problem.
- ❖ **Draw on your previous experiences**
 - Look to experiences you have had in the past, and harness your personal history to give you perspective on the situation at hand.
- ❖ **Collaborate with others**
 - This is one of the best ways of conjuring creative solutions, as well as identifying potentially obvious solutions that may not have been tried before.

<https://www.futurelearn.com/info/blog/improve-workplace-creativity-problem-solving-skills>

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Second is the practice of empathy. So, therefore it is an emotional intelligence it will allow us to understand the viewpoints of customers, clients and co-workers. Often, people develop the product without understanding the customer or client's concerns or the problems. So, then, in that case, that product has to be unsuccessful. So, expand your knowledge and become an expert in your field, and you will understand every angle of the problem.

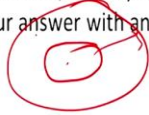

So, draw on your previous experiences. That is why it is those who are experienced and accommodating to identify the solution. So, looking to the experiences we had in the past and harnessing our personal history to give the perspective on the situation at hand is there. Then, collaboration with others is one of the best ways to consider creative solutions and identify the potentially apparent solutions. So, when we started the brainstorming, it was nothing but it was a collaborative effort only.

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5 Ways to Sharpen Your Problem-Solving Skills

Here are 5 methods you can follow to sharpen your problem-solving skills:

- 1. Question the Problem Repeatedly with "Why?"**
 - To solve a problem, you need first to define it. To do so, start by asking yourself, "Why did this problem occur?" Follow up on your answer with another "Why?" Keep going until you dig into the root cause.
- 2. Draw a Mind Map to Visualize the Problem**
 - Take out a piece of paper, a few colored pens, and draw a mind map of the problem at hand. Make sure that your drawing includes the central idea, which is the problem itself, and that it contains the reasons for the occurrence.



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So, finally, we come to the how-to sharpen our problem-solving skills. So, repeatedly question the problem with why it is there and do it by asking yourself why this problem occurred. Furthermore, follow up on your answer with another why keep going until you dig into the root cause. Moreover, after understanding that from where this problem has started, take out a piece of paper few coloured pens and draw a mind map.

So, therefore, in that case, makes yourself available to think about it, and then they write about what the idea is there. So, many times, we solve the problem with a limited circle. So, when we talk about that e if a person has this much, only the horizon is right. Then, he takes on these pains and draws a mind map of the problem.

So, what happens and that he is expanding his origin. So, this particular expansion is possible only when the person who drew understands that is a what is my horizon is there. Limited horizon is created, then a solution will be minimal, but the solutions will be there when you enhance the horizon.


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5 Ways to Sharpen Your Problem-Solving Skills(Cont.)

3. List All Possible Solutions
When trying to solve a problem, come up with as many solutions as possible, even if they sound ridiculous to you. Also Brainstorm bad ideas.

4. Always be Willing to Learn
Even if you're the most accomplished person on the planet, know that there's always room for improvement.

5. Give Your Brain a Good Workout with Puzzles & Brainteasers
This may sound like child's play, but doing puzzles and playing games involving logic, like chess and Sudoku, hones your problem-solving skills by helping you learn strategies and techniques that you can later apply to real-life situations.



<https://www.forbes.com/sites/forbesbooksauthors/2020/01/28/5-ways-to-sharpen-your-problem-solving-skills/?h=32ac16c143b9>

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Now then you list down all the solutions that are possible and then always willing to learn that is the how because some of the solutions may be challenging because you have to acquire new knowledge, new skills new technology, and there is always room for the improvement is there.

Then you give your brain a good workout and puzzles in brain teasers. So therefore, in that case, this may sound like child's play but doing puzzles in playing the games involving the logic like chess in the Sudoku hones your problem-solving skills. So therefore, in that case, keep your brain in a challenging environment, so your brain cells are always active to solve to help you.

So, helping you learn strategies and techniques you can later apply to real-life solutions is there.

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Case Study: Coke vs Pepsi

Back in the 1980s, the Coca-Cola Company became very concerned about its future. Coke held a dominant position in market share around the world with 18 percent compared to Pepsi-Cola's 4 percent. However, Coke's market share began to erode versus Pepsi until by the end of the decade, Coke had slipped to 12 percent market share while Pepsi had increased to 11 percent. More importantly, Pepsi began advertising the "Pepsi Challenge" in which consumers were asked to choose between Coke and Pepsi in blind taste tests. Pepsi claimed that its product won these tests time and time again. Even exclusive Coke drinkers, Pepsi claimed, chose the taste of Pepsi above the taste of Coke.

Coca-Cola's management claimed that these tests were rigged or were merely a marketing ploy. However, Coke secretly conducted its own tests in which cola drinkers were given two drinks—one marked M and one marked Q. They were given a drink and asked to identify the taste they preferred. To their shagrin, Coke's executives found the same result.



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Moreover, this is the case study; as usual, you can go through this case study and find out the how when we are talking about Coke versus Pepsi.

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Case Study: Coke vs Pepsi

Discussion Questions

1. What conceptual blocks were experienced by Coke executives?
2. What is the difference between a blind taste test and taking a six-pack home and consuming the entire amount? What do you suppose were the results of that test?
3. How do explain the success of Coke versus Pepsi over the last 20 years? What would you now advise Pepsi to do?
4. How do problem-solving and decision-making processes change under time pressures or crises?
5. Knowing what you know about problem solving, what kinds of conceptual blockbusters could be useful to Pepsi executives, or to Coke executives? What rules of thumb seem relevant in these kinds of situations?



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Then what is the difference in the strategies, and how have these successes of Coke versus Pepsi happened. So, once you know about this problem solving, as I already mentioned, a case study analysis is becoming an essential tool to know how to solve the problems.

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Research Paper

Creative problem-solving techniques, paradigm shift and team performance

Tony Proctor
University of Chester, Chester, UK


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Purpose

This paper aims to consider why creative problem-solving techniques may not always produce useful results and sets out to explain why this might be and what steps should be taken to avoid it happening. The paper provides an understanding of how different creative problem-solving techniques are best suited to gaining insights into problems requiring different degrees of paradigm shift.

It argues that team members' personalities and thinking styles and team composition should be taken into account when using the techniques. It examines the role the facilitator plays in planning and conducting the ideation process.



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This research paper is on creative problem-solving techniques, paradigm shift, and team performance.


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Design/methodology/approach

The paper provides simple illustrations of some of the creative problem-solving techniques. It reviews relevant literature and argues how individual differences of team members along with team composition can influence team performance in using the creative problem-solving techniques.

Findings

Personality, thinking styles and learning styles are relevant to the effective use of creative problem-solving techniques. Team composition, team motivation and mood factors should also be taken into account. The facilitator is key in ensuring the efficacy of the problem-solving process.



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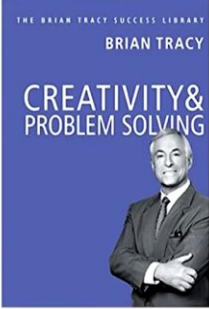

Moreover, through this research paper, you will understand how we can learn and think to identify the problems and all the problems are there.

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BOOK RECOMMENDATION

**Creativity and Problem Solving:
The Brian Tracy Success Library**

Authors: [Brian Tracy](#)
Publisher: Manjul Publishing House (5
March 2018)
Language: English
Paperback: 112 Pages
ISBN-10 : 9387383113
ISBN-13 : 978-9387383111

https://www.amazon.in/Creativity-Problem-Solving-Success-Library/dp/9387383113/ref=sr_1_3?dchild=1&keywords=creativity+problem+solving&qid=1632334145&sr=8-3


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Furthermore, this book will help you understand the Creativity and the Problem Solving right from the Brain Tracy success library, and that will help you.

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Furthermore, this book will give you the direction to be more and more creative. These are the references for this current study and your future references. This is about how to be creative and solve the problem; thank you.