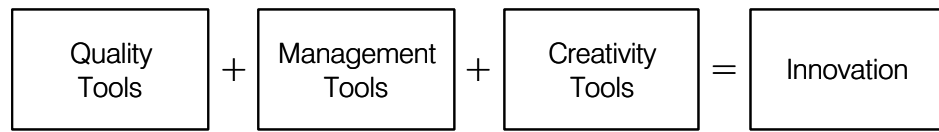




# Qimpro College

## Creativity Tools



### Founder

**Suresh Lulla**  
Managing Director  
Qimpro Consultants

### Patrons

**Niraj Bajaj**  
Director  
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**Prof Y K Bhushan**  
Director (Retd)  
NMIMS

**L Ganesh**  
Managing Director  
Rane Engine Valves

**Prof A P Kudchadker**  
Deputy Director (Retd)  
IIT (Mumbai)

**Vithal Palekar**  
Chairman (Retd)  
Johnson & Johnson

**G L Mirchandani**  
Chairman  
MIRC Electronics

**Chandra Mohan**  
Vice Chairman (Retd)  
Punjab Tractors

**Dan Pinck**  
Managing Partner  
The Chilmark Group, USA

### Knowledge Partners

**Quality Council of Indiana,**  
USA

**GOAL/QPC, USA**

**David Hutchins International,**  
UK



### Brainwriting 6-3-5

*Why use it?*

To provide the time and structure for team members to thoughtfully generate a large number of ideas and to find unusual connections and combinations among those ideas.

*What does it do?*

- establish an environment where creativity can really flourish
- Provides a worksheet for team members to record their ideas.
- Combines the energy of exchanging ideas and the thoughtfulness of a nonverbal, written process.
- Defuses emotional issues that may reduce the participation and creative flow of ideas among team members.

### Imaginary Brainstorming

*Why use it?*

To allow teams or individuals to break traditional patterns of thinking that can prevent creative solutions.

*What does it do?*

- Allows teams to come up with ideas that are radically different from other brainstorming sessions.
- Helps teams to separate themselves from the practical details of the problem that may be restricting their creative ideas.
- The imaginary aspect allows people to share "wild and crazy" ideas they may normally keep to themselves.

### Knowledge Mapping

*Why use it?*

To graphically break down a broad goal or problem into increasing levels of details to better understand the existing knowledge about it.

*What does it do?*

- Provides a team with a way to talk about, document, organize, and share its knowledge on a topic.
- Enables a team to build a picture of its current knowledge of a topic in order to identify gaps that must be filled so the team can reach its goal.
- Helps identify connections between key pieces of knowledge about an issue.

### Morphological Box

*Why use it?*

To map out all the combinations of potential solutions that addresses the essential parts of a problem.

*What does it do?*

- Helps to identify all of the parts of the problem that must be addressed to reach a successful solution.
- Builds a table that helps to display options for solving each essential part of the problem.
- Builds a table that helps a team to evaluate several solutions at one time.

**1991:** Pioneered the certification of facilitators and trainers for the Juran Trilogy, in India.

**1995:** Developed and delivered the certified examiner course for the IMC Ramkrishna Bajaj National Quality Award.

**1998:** Pioneered the tutorials and examinations for Professional Qualitist Certifications, in India.

**2002:** Introduced creativity and innovation in QualTech Certifications.

**2005:** Pioneered the Certified Master Trainers concept.

## Picture Associations and Biotechniques

*Why use it?*

To move a team that is trapped in traditional thinking by using pictures and examples from nature as a way to stimulate fresh perspective and new solutions.

*What does it do?*

- By describing in detail a picture or living thing from nature, unusual connections can be made to the problem.
- Provides an uplifting source of inspiration for breakthrough thinking.
- Creates a new focus point for the team's thinking that is very tangible, not philosophical.

## Problem Reformulation

*Why use it?*

To help a team use pictures, questions, and criteria to take a fresh look at the components of a system in order to identify a fundamentally new approach to solving a problem.

*What does it do?*

- Turns a concept, product, or process and the system in which they exist into a picture. This ensures that everyone is looking at all of the components of the system and seeing them in the same way.
- Shifts a team's perspective so it can see a difficult problem as a system of connected parts.
- Uses the proven "who, what, where, when, why and how" questions to ensure that the team defines all of the components related to the problem.
- Prioritize the components of a problem that lead the team to a restatement of the problem and to creative solutions.

## TILMAG

*Why use it?*

To systematically focus on those associations and analogies that will lead directly to a team's ideal solution.

*What does it do?*

- Forces a team to identify all of the necessary characteristics of an ideal solution.
- Provides an idea generation process that is more structured than the other tools and more tightly connected to a solution.
- Generates creative ideas based on paired combinations of the ideal solution elements.

## Word Associations and Analogies

*Why use it?*

To move a team that is trapped in traditional thinking by using random, unrelated words as a way to stimulate fresh perspectives and new solutions.

*What does it do?*

- By describing a random word, object, or situation in detail, unusual connections can be made to the problem.
- Provides a virtually unlimited supply of inspiration for breakthrough thinking.
- Enables all team members to create a new focus point for their thinking.
- Re-energizes a brainstorming process that has reached a lull.

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### Contact

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