AFTER A CREATIVE SESSION WHAT NEXT

or

AN IDEA IS WHAT YOU MAKE OF IT

Develop Ideas

Put $ on idea

Spend time in proportion to $ value

Contracted to

Area that had six (6) ideas

Supervisor says - must eliminate all but one (1)

Ask engineer to tell us what is wrong with that one.

Best ideas come to top - cream or milk

An idea is what we make of it

Fulton - investor

Wright Brothers

The Car - An idea is what you make it

15 - 20 gals gas - dynamite

Gas line driver side

Spark plugs - 10,000 volt

Exhaust manifold

50 miles - each way - insane

Carbon monoxide gas

Told story to engineer

What's right with the idea

You bet we'll do something with what's wrong

Asbestos paper

Distribution Assemblies Department - rope story

50% of cost

Clustering point - any idea is what we make of it.

EXAMPLES

Copper to copper welding

Stop nut 3.75 - 21¢

Cont. weld hermetic refrigerator 3000#

No extrudable rubber like product stand. temp. Dryer band $50,000

$1.90 to $1.00

12/11/56

M/

✓ - 10/5 6

AFTER A CREATIVE SESSION - WHAT NEXT

Man coming out--childishness--playing kid games--I am too mature--his manager.

Incision -- MURDER! Technique to reach future before fragments from competition.

Consider table full ideas. Where does each fit?
New mind area--cross link to function--what will it find?

Make something of ideas. "The paintings, Madam, are not on trial."
An idea is what we make it. It is us, not the idea, on trial

Automobile

Engine Buggy Springs Mud Start Scare horses

No good on a dozen counts. Or even today's automobile

Gasoline Carburetor Ignition Carbon Monoxide 90 miles

Brakes Mechanical Failure Keep you broke

Develop each Think on it..."Make it out of air" The dollar sign on each.

Set up program on each.

Example

Handle	Solid	Extrusion	Tubing	Rolled Section
Casting	Spring	and	Levers	

"What is wrong with the most valuable ideas?"
Becomes new subject for creative session.

Rope story

IT IS US, NOT THE IDEAS, ON TRIAL.

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10/19/56

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Energy Mgr 34.00 – 17
20 men – 6 ideas

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examples

copper to copper welding

step mut 3.75 2.14

cont nickel thermostat refrigerator 3000 #

no or bendable rubber like product stored temp $50000
Dryer band $1.40 to 1.00

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whats wrong

" Right

Evaluate

set up program

execute

Rope

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AFTER A CREATIVE SESSION -- WHAT NEXT
(The Analytical Phase)

NOW WE HAVE IDEAS

After having had a creative session during which time your judicial thinking has been turned off it is apparent that ideas in great numbers can be brought forth. The more successful we are in completely forgetting that they must ever be judged the more ideas we will have. Certainly, in order to even approach success, we cannot allow negative thinking - we cannot have "can'ts" or "don'ts".

WHY NEGATIVE THINKING

We might reflect for a moment as to why, when a new idea is brought forth, do we frequently try to find a reason why it won't work or it can't be done. We believe that this results from our work experience. We all know that if an idea is brought forth and adopted and it works there is no difficulty. But, if an idea is adopted and fails then we are cautioned about it and if we make too many such errors it may effect our continuity of service. Hence, there is a considerable amount of effort focused on finding out at the earliest possible time why something won't work. We try very hard to find what is wrong with an idea not because we wish to find fault but because we wish to protect our reputation. This fear of making mistakes hampers our creativeness and inventiveness. Kettering points out that few educated people become inventors because educated people are taught not to make mistakes. An inventor, on the other hand, must make many mistakes because he learns by so doing. To be successful the inventor may have 999 failures and only one success.

ESTIMATE THE DOLLAR VALUE

After having written all of our ideas down on paper the next step is to estimate the dollar value of each idea in order that we might spend time in proportion to their value. This will permit us, and correctly so, to spend the most time on the idea worth the most money and not necessarily on the idea which is the easiest to develop.

DEVELOP ALL IDEAS

We must remember too that our objective is to develop all ideas not to cross them out or eliminate them. We need not worry about the selection of the best ideas as they will be developed consistently with the amount of time which we spend and our ability to select the right material, technique or process.

DON'T ELIMINATE IDEAS

In a department where a creative session was held recently only six ideas were developed. This small number, regardless of the simplicity of the problem, shows that a rather poor job was done and that the people must have been using judicial thinking. But ironically, they then said of these six ideas, "We must now go through and eliminate all but one of them." After they had successfully eliminated all but one they then said, "We must now call in the engineer and he will tell us what's wrong with the remaining idea." The lack of wisdom in this technique is certainly apparent.

INTERCHANGEABILITY -- SPECIFICATIONS ?

Ideas must be developed regardless of interchangeability, specifications, etc. Frequently ideas can come from developing another idea which obviously would not work. If the problem is interchangeability, develop an idea which is not interchangeable and after having developed it and obtaining its cost then compare the new idea with the present design or model. In other words, try to accomplish the function first and once that function is accomplished then it is time to compare. Perhaps the new idea will save so much money that it will no longer seem desirable to keep all parts interchangeable. Certainly a new idea that is not interchangeable is the minimum base from which to start. Likewise, review specifications carefully since specifications are written only to obtain a function. Get that function and then review the specifications. Perhaps they can be changed or revised in view of the potential savings.

WORK ON THE IMPOSSIBLE

Have enough courage to work on the impossible. It has been said that nothing is impossible. Then it was later said that nothing is impossible --'some of the things are just a little more difficult. We believe that nothing is impossible - it is purely a question of just how much is it worth to do it.

OBVIOUSLY IT WON'T WORK

Work on those ideas that have a very obvious reason why they won't work. We are told that there are very few original ideas. Hence,the idea that you have, may have been brought forth hundreds or thousands of times before by someone who saw an obvious reason why it wouldn't work. If the reason is too obvious no one will do anything about it. Many times a small amount of

effort expended on this type of idea will immediately overcome the obvious objection. We should always keep our objective clearly in mind, namely, how can we make it work. What is the objection? Define it clearly and then overcome it.

IT WON'T WORK

Many times you have heard people make the statement, "It won't work". Usually the person who knows the least about it also speaks with the greatest authority. When you hear such a statement it might very often be true. It probably won't work the way that individual is thinking of doing it.

ANALYZE AND EVALUATE CLEARLY

So, after we have had a creative session assign a dollar value to each idea and then try to develop all ideas, placing more emphasis on those ideas with the most money. Do not eliminate ideas but try to develop them all. Eliminate ideas only by developing much superior ideas. Use a positive approach even after a creative session -- without it all is lost.