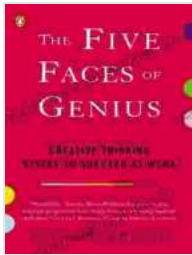# Creative Thinking Styles to Succeed at Work

The Five Faces of Genius: Creative Thinking Styles to Succeed at Work by Annette Moser-Wellman

★★★★☆   4.6 out of 5

Language	: English
File size	: 634 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 226 pages

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In today's competitive business environment, it's more important than ever to be able to think creatively. Creative thinking can help you solve problems, develop new products and services, and come up with innovative solutions to challenges.

There are many different creative thinking styles, and each one has its own strengths and weaknesses. By understanding your own creative thinking style, you can learn how to use it to your advantage at work.

The Four Main Creative Thinking Styles

There are four main creative thinking styles, according to psychologist Edward de Bono:

- **Lateral thinking** is a non-linear approach to problem solving that involves thinking outside the box and coming up with unconventional

solutions.

- **Vertical thinking** is a more logical and analytical approach to problem solving that involves following a step-by-step process to find a solution.

- **Free thinking** is a more open and exploratory approach to thinking that involves brainstorming and generating new ideas without judgment.

- **Mind mapping** is a visual approach to thinking that involves creating a diagram of ideas and concepts that are connected to each other.

Each of these creative thinking styles has its own strengths and weaknesses.

Lateral thinking is good for solving problems that require unconventional solutions. It can also be helpful for coming up with new ideas and products.

Vertical thinking is good for solving problems that require a logical and analytical approach. It can also be helpful for organizing and planning projects.

Free thinking is good for generating new ideas and brainstorming solutions. It can also be helpful for coming up with new ways to approach problems.

Mind mapping is good for visually organizing ideas and concepts. It can also be helpful for planning projects and presentations.

How to Use Your Creative Thinking Style to Succeed at Work

Once you understand your own creative thinking style, you can learn how to use it to your advantage at work. Here are a few tips:

- **Use your strengths.** Play to your strengths and use your preferred creative thinking style to solve problems and come up with new ideas.

- **Be flexible.** Don't be afraid to experiment with different creative thinking styles. The best solution may not always come from your preferred style.

- **Be open-minded.** Be willing to consider new ideas and approaches, even if they seem unconventional.

- **Collaborate with others.** Work with others who have different creative thinking styles to get a variety of perspectives and ideas.

By following these tips, you can learn to use your creative thinking style to succeed at work.

Creative thinking is an essential skill for success at work. By understanding your own creative thinking style and learning how to use it to your advantage, you can solve problems, develop new products and services, and come up with innovative solutions to challenges.

If you want to learn more about creative thinking, I recommend reading the book *Creative Thinking Styles to Succeed at Work* by Edward de Bono. This book provides a comprehensive overview of the different creative thinking styles and how to use them to succeed at work.
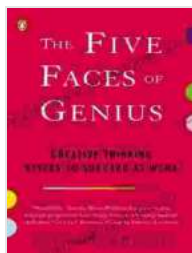
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