

SYNOPSIS OF STRATEGY FIVE

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The main idea of this chapter is to demonstrate how usual thinking patterns can be changed by connecting things which seem to be unrelated. In order to do that, people have to think unpredictably which means that they need to focus on unrelated subjects instead of analyzing ordinary options.

There are several techniques which can stimulate our brain to produce unpredictable ideas. The first one suggests that a person comes up with a list of random words. For this purpose we can use dictionaries, magazines, books or newspapers. The second technique is very similar to the first one. The only difference is that we have to think of different objects instead of words. As soon as we create a list of these objects, we have to describe each one, examine its characteristic, compare to other descriptions, and finally chose the most creative idea.

The third technique mentions a walk as one of the possible ways to generate new thoughts. Simply by walking we can observe many new things and build new connections between them. The fourth strategy is called "Idea Bank." It says that it is better to keep all the interesting ideas or thoughts that we have ever come across in one particular place, so that we can use them as a stimuli for new associations whenever we need them. Newspapers and magazines are the fifth technique. Periodicals can awake various thoughts and change our focus.

The author believes that human five senses such as sight, hearing, smell, taste, and touch are related to creativity as well. Concentrating on our senses can take us away from the main topic and in such way make us think about new possible connections. For example, the sense of sight may be activated by such visuals as picture portfolio or children's drawings. We can also come up with an original wish and then try to think how to make it come true. Paper airplanes, relational words, and blueprint are other strategies which help us to connect unrelated things.

In my opinion, it is necessary to think out of the box in order to stand out from the crowd. In our time only creative and unusual ideas can receive considerable attention and achieve public recognition. The world is full of various theories, suggestions, and thoughts. Many things that were considered to be extraordinary are now viewed as something obvious. That is why we have to learn how to connect things which are perceived as unrelated by the majority of people. Luckily, this skill can be developed by anyone who wants to change his or her way of thinking. Psychologists have proven that everyone can create new relations between abstract concepts.

The techniques which suggest to come up with a list of words and objects are the most effective for me. These are really helpful strategies because they make you think about the connections between things which seemed to be totally unrelated to each other. In this case you are simply forced to use your creativity and imagination; otherwise, you will fail to accomplish this task. In its return, these new connections awake new associations which lead us toward creating an incredible idea. Group work in this situation is even better than individual work because more people can produce more ideas. Group members show support for one another and are willing to help their team. Final goal connects the group and makes it work as one whole for achieving common aim: to change usual thinking patterns.

At the beginning it might be quite challenging to apply unpredictable thinking; however, with time your brain gets used to the new way of thinking and it becomes a natural process for you. Similar to other tasks, the process of learning how to connect unrelated things requires time, efforts, practice, and patience. Even if it seems impossible to find some relations between the opposite ideas, we cannot give up or step back. The final result should be an inspiration and stimuli for us to move on.