

**Tape scripts: Five Methods of How to Think Creatively**

Aj. Richard: I ask us to come here to talk about creative thinking. Before we look at creative thinking can I ask you, how many of you read the newspaper regularly?

Audience: No response.

Aj. Richard: Yeah? Have you read anything recently about the Ministry of Education?

Audience: Yes.

Aj. Richard: Yes. Did you read that they say that children in Thailand can't think creatively.

Audience: No, I didn't read that.

Aj. Richard: That was last Monday. There was an article about children in Thailand cannot think creatively. So they want to change the way we teach in the classroom to help the children to think more creatively. So we need to look at ways to help people to think more creatively, help generate ideas, get new ideas coming out. In this brief session here, I'm going to talk...suggest five ways in which people can think more creatively. Some of them you may be familiar with, some of them might be new to you. The first one is brainstorming. Have you heard of brainstorming?

Audience: Yes.

Aj. Richard: Brainstorming is just generating as many ideas as possible. You don't care whether it is a good idea or a bad idea. Initially, you just generate ideas and ideas and ideas and later you can evaluate the ideas. So, don't worry about the value of your ideas, just try to generate a few ideas quickly. If we set a problem like, can you solve Bangkok's traffic problem?

Audience: Use the BTS.

Aj. Richard: Use the BTS. That's a good one.

Aj. Richard: Do you think people should be forced to use the BTS?

Audience: No...

Aj. Richard: Another suggestion. Anyone else?

Audience (she spoke very softly): Ride a bicycle.

Aj. Richard: Ride a bicycle?

Another audience : But ride a bicycle is dangerous.

Aj. Richard: But if everyone is riding a bicycle. It's not dangerous. Don't evaluate yet. I said everything first...I said everything first and evaluate later. Any other ideas?

Audience: Cut down the number of cars.

Aj. Richard: How would you do that?

Audience: Increase tax. Make a law.

Aj. Richard: A law for what?

Audience: Ur...only car for family. Did you hear about the candidate for Bangkok governor who wants to turn all traffic lights green. [Audience: Laugh!!] When the traffic lights are green, cars move. Turn all traffic lights green, you solve Bangkok's traffic problem.

Audience: Amazing Thailand.

Audience: [ Laugh !! ]

Aj. Richard: Yes.... OK. So that's brainstorming. It's just generating ideas. Don't worry about evaluating initially. Worry about the value of the ideas later. OK, the second way of creative thinking is to identify details in something and then change the details. So for example, let's suppose you work for an electrical company which makes television. What are the characteristics of the television?

Audience: .....???

Aj. Richard: The characteristics may be....a television has one picture. May be... you can make it into four pictures. A television is like a box. May be you can make the television into a ball. If you try to identify characteristics like it's got one picture, it's general shape...things like that. Then by thinking that you can change those details. Maybe you come up with new ideas. So for example, a car. How...what are the characteristics of a car?

Audience: It has four wheels.

Aj. Richard: Ok. It's got four wheels. Can you change that? How many wheels can use you on a car?

Audience: Three. Tuk..Tuk.

Aj. Richard: Yeah...any other six-wheel car? OK? Anything else? For wheels? What are the other characteristics of a car?

Audience: Body

Aj. Richard: What about the body?

Audience: Change the shape of the body?

Aj. Richard: What's the shape you could change it into?

Audience: Rocket shape?

Aj. Richard: Do you like driving fast? Any others?

Audience: .....???

Aj. Richard: OK. What else can you use instead?

Audience: .....???

Aj. Richard: In the weather like this? OK. So what you can do to create the new ideas is identifying details and change details. Then you will produce something new. My third method of thinking creatively...I won't explain to you yet but I will give an example to you first. Think of a pencil. What can you use a pencil for?

Audience: To clean your ears. Laugh...

Aj. Richard: Anything else?

Audience: Scratch your head.

Aj. Richard: Scratch your head??

All: [Laugh...]

Aj. Richard: OK. But all of these are from your perspectives. If you change perspectives, you will see that the use of the pencil changes as well. You are people. If you are an ant, will you be able to use a pencil to clean your ears? What are you going to use a pencil for if you are an ant?

Audience: A bridge.

Aj. Richard: It could be a bridge. If you are an elephant, will you use a pencil to pick your nose?

All: [laugh...]

Aj. Richard: May be it's too thick for an elephant. So by changing perspective you look at something, it creates new ideas as well. OK. The fourth method is using questions. WH questions. What? When? Where? How? Why? Who?.... Who? What? When? Where? How? Why? Who?.... OK Let's suppose we want to improve teaching quality at KMUTT. What questions can you ask to guide you in finding ways to improve teaching quality? For example, if you ask a What question. May be it is "What is the quality of teaching like now? How about the "Why" question?

Audience: Why do we want to change?

Aj. Richard: Why do we want to change? "Where" question?

Audience: Where do we want to we want to make the changes?

Aj. Richard: So may be which faculty? Yeah? What about a "when"?

Audience: Something said softly.

Aj. Richard: Yeah? "Who"?

Audience: Who is going to make the change?

Aj. Richard: Who is going to start? Who is going to make the changes? And a "How"?

Audience: How are we going to do the changes?

Aj. Richard: OK. By asking "WH" questions. You can see all of the things that can be available to you. When you think about something like improving teaching at KMUTT maybe ..you are only thinking about "How" maybe initially. You're also thinking about Who?, When? Where?. You may see new ideas appear. OK, the last method I will introduce is probably the last...method that you should use. Have you ever heard of Thomas Edison? Yes. Who was Thomas Edison?

Audience: He invented the light bulb.

Aj. Richard: OK. He invented quite a lot of things. He invented a microphone. He invented the record player and he invented the light bulb. Do you think he was creative?

Audience: Yes.

Aj. Richard: Yes. But it wasn't very efficient creativity. For inventing the light bulb, he tried one hundred and fifty different designs before he found one that worked. So Edison's method is if at first you don't succeed. Try...try..try....try ..try..try..try try again. Just keep on going. Always doing working.... working.....working...working. So this should probably be the last method you use for creative thinking because it takes a lot of time. I hope that from this brief session, you have a few clear ideas about how you can think creatively. Thank you for listening and good bye.

Audience: What..what word? May I ask you a question?

Aj. Richard: Yes...certainly.

Audience: How do you designate these five different ways of creative thinking? What are the designators?

Aj. Richard: You mean the name?

Audience: Yes.

Aj. Richard: The names are brainstorming, changing details, changing perspectives, using questions, and Edison's method. OK?

Audience: OK.

Aj. Richard: Thank you.