

Where is the Problem?

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Préface d'Edward de Bono

L'intelligence créative au-delà du **brainstorming**

méthode imagination

challenge

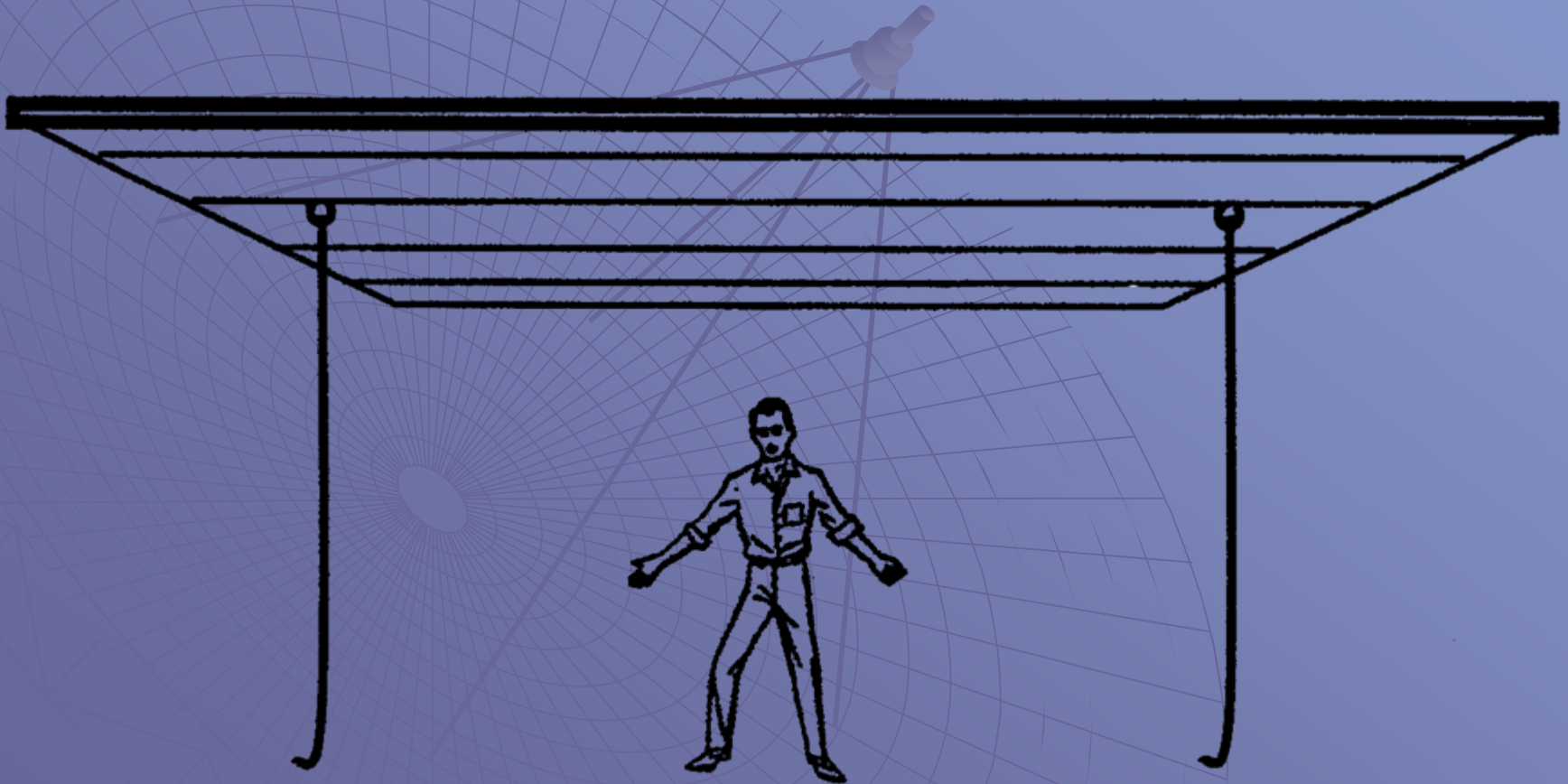
innover
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ÉQUIPE

motivation

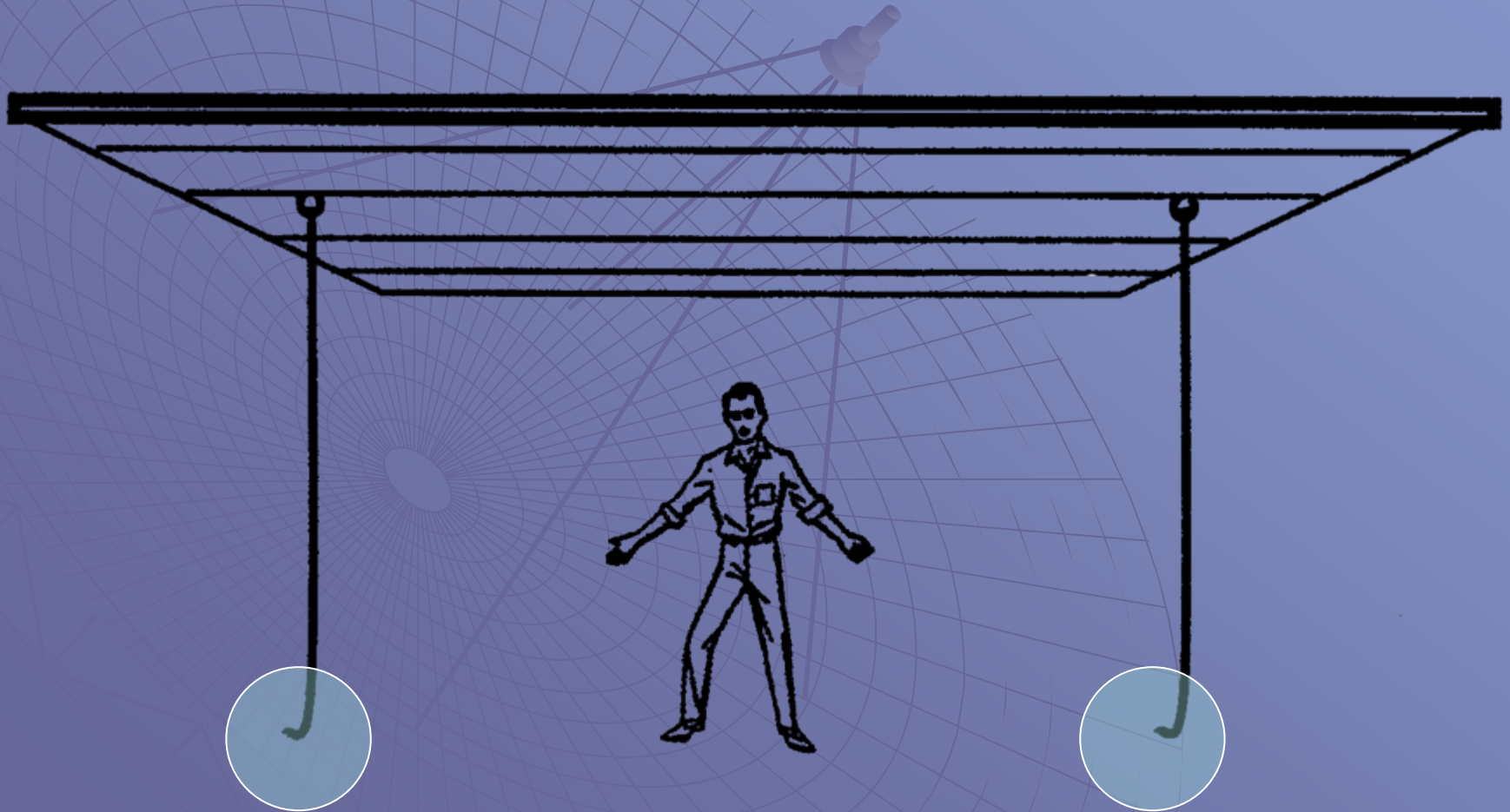
MAXIMA
LAURENT DU MESNIL & C^{TE}

The problem

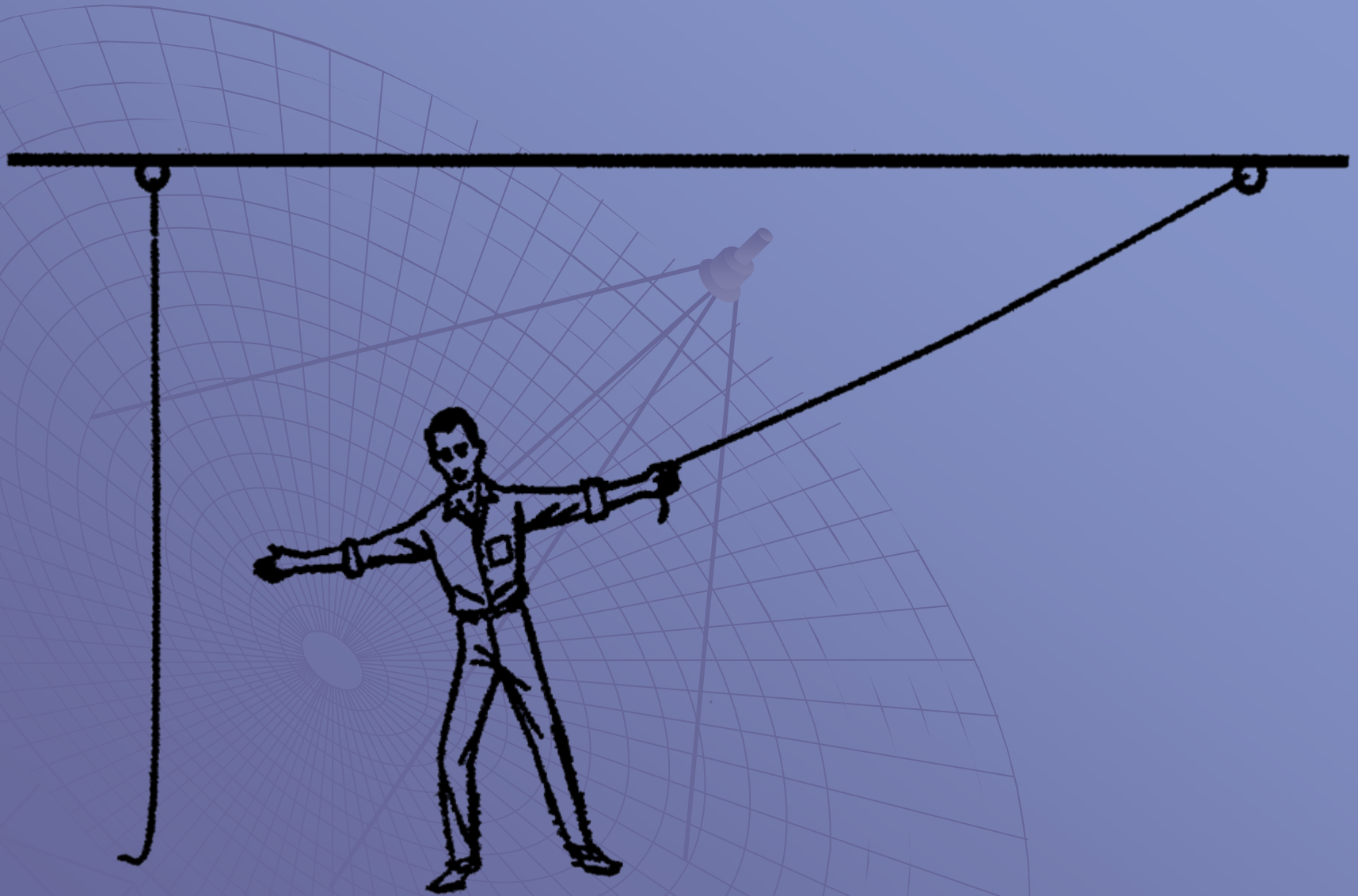
- ◆ build together two ropes, long enough to land, too far from one another; without outside help and additional resources,



Long enough to land!!



Too far from one another!



Where is the problem?

- ◆ The two strings are not a problem in itself
- ◆ Becomes a problem when the aim is to build the ropes
- ◆ The problem is not the situation!
- ◆ Without difficult goal to achieve, no problem!

Where is the Problem?

- ◆ one rope is too short?
 - how to lengthen the rope?
 - removes your shirt and ties it to the rope !
- ◆ If she is woman who refuses to engage a public strip-tease?
 - The problem is the length of the rope or the lady's modesty?
 - The solution will, perhaps, be a convincing speech...



Where is the Problem?

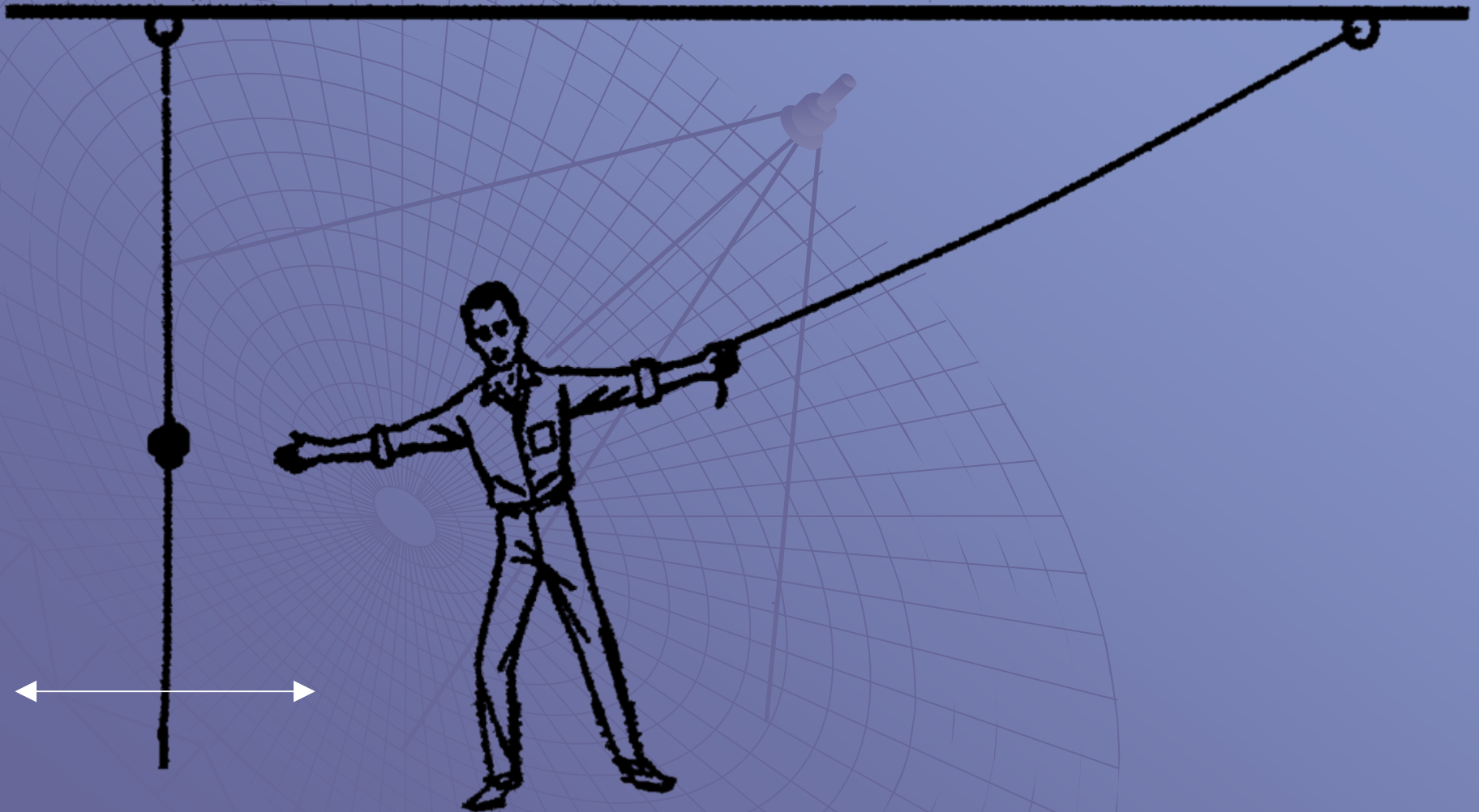
- ◆ The rope is too short?
 - How lengthen the rope?
 - He removes his shirt and uses it as the rope !
- ◆ If she is woman who wishes to engage a public strip-tease?
 - The problem is the length of the rope or the lady's modesty?
 - The answer will, perhaps, be a convincing speech...

...choose a belt or a shoe lace!...



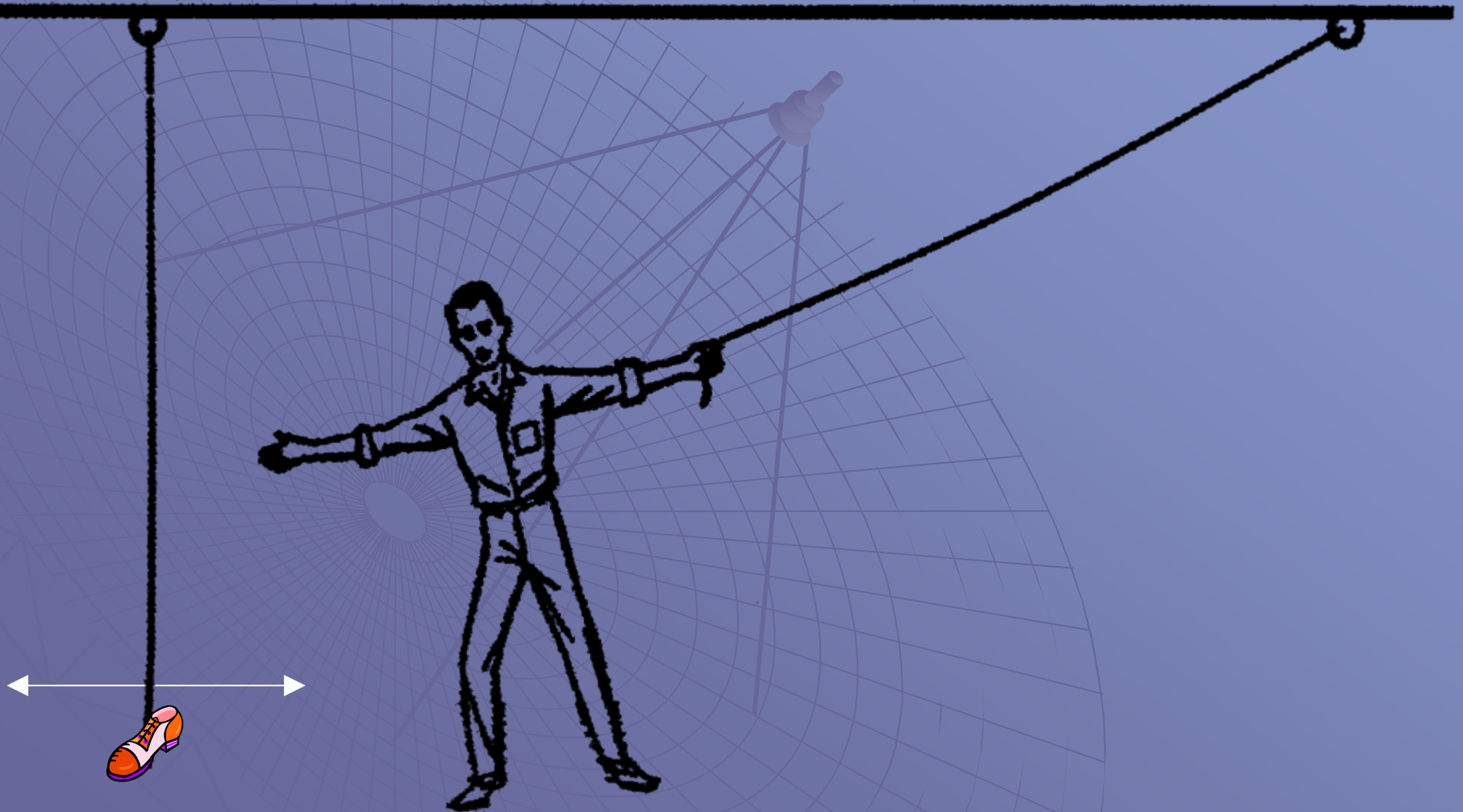
Where is the problem?

- ◆ One rope is too long: make a knot!!



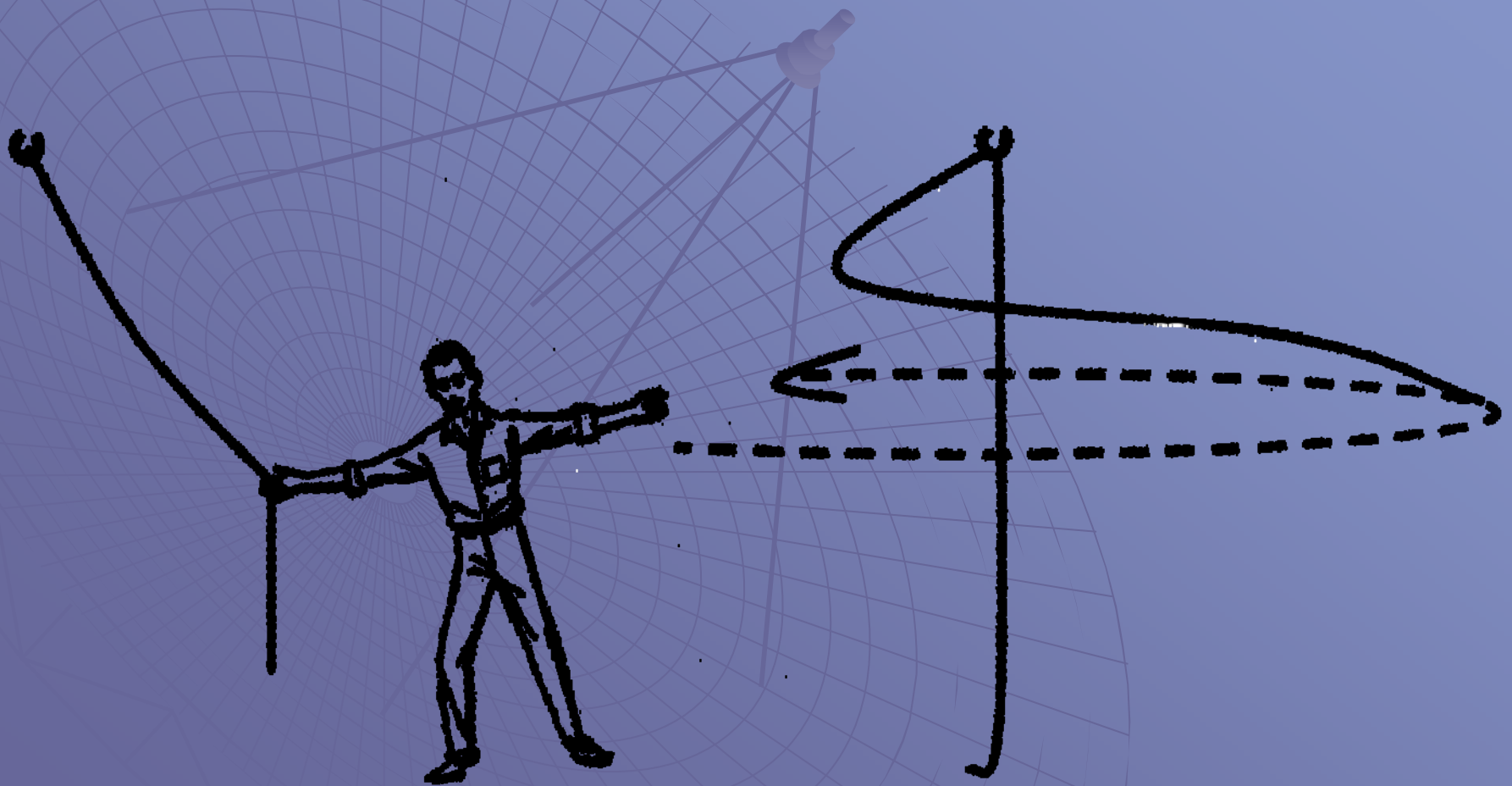
Where is the problem?

- ◆ One rope is too long: lester with your shoe!!



Where is the problem?

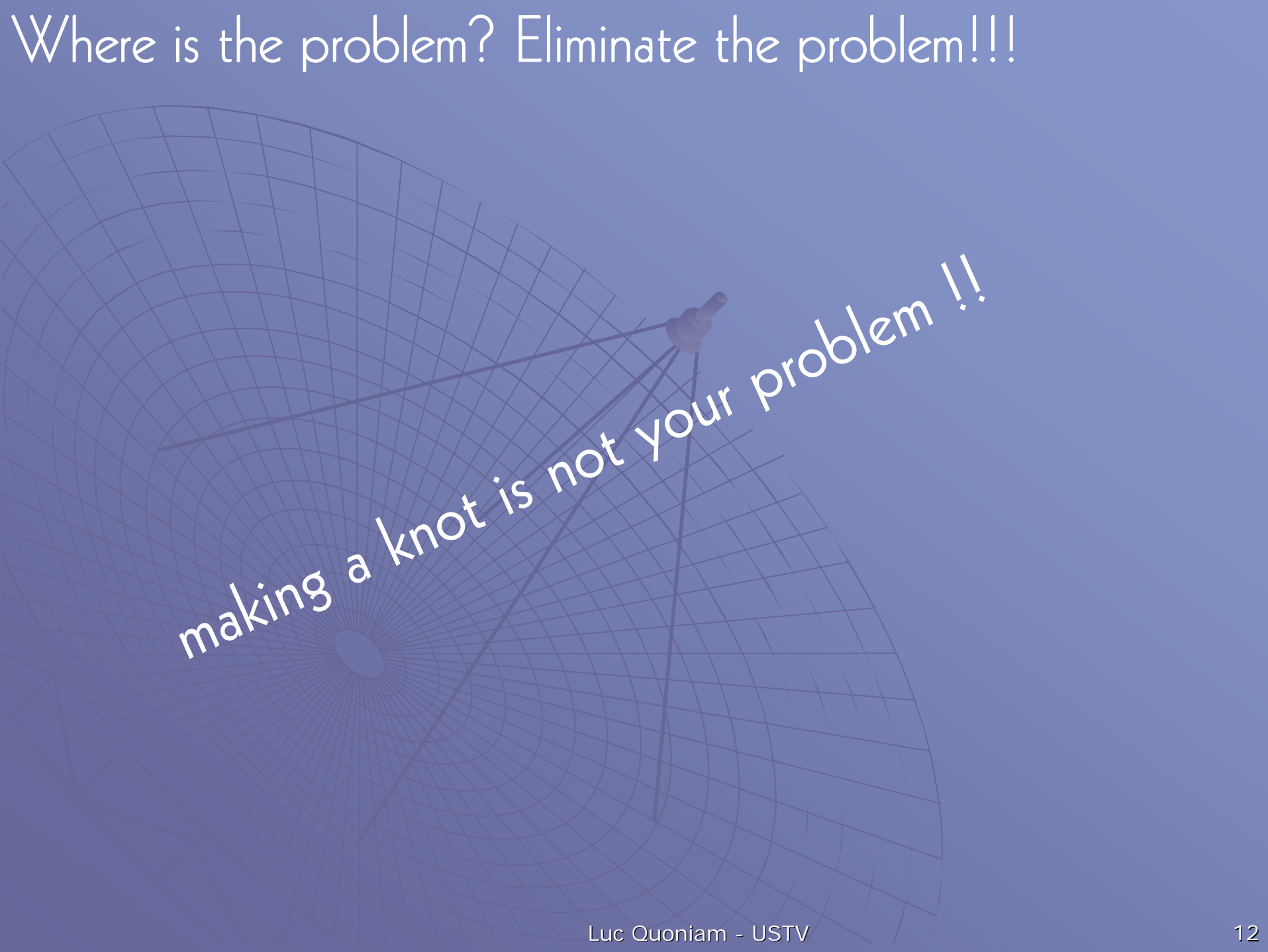
- ◆ Be creative!!



Where is the problem?

- ◆ The two strings are not a problem in itself
- ◆ Becomes a problem when the aim is to build the ropes
- ◆ Without difficult goal to achieve, no problem!
- ◆ The problem is not the situation!
- ◆ The problem is what makes the goal difficult or impossible, at first glance, to meet or achieve
- ◆ The problem is the obstacle (to the will)

Where is the problem? Eliminate the problem!!!



making a knot is not your problem !!