

THE 4 I'S OF CREATIVE PROBLEM SOLVING





DENTIFY

The issue.

- Get to the heart of the matter.
- Learn as much as possible about it.
- Ask questions to generate solutions as well as uncover challenges.



DEATE

Generate as many ideas as possible.

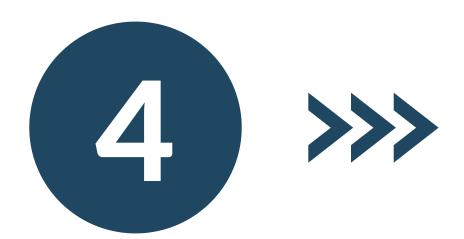
- Use Brainstorm, Mind Mapping or any other tool or technique to generate ideas.
- Do not judge any idea as good or bad.
- Do not stop too soon.



NVESTIGATE

Find the best solution.

- Group or combine any related ideas.
- Eliminate any idea that:
 - Does not solve the problem.
 - Is not feasible.
 - Cannot be implemented successfully.



MPLEMENT

Plan and take action.

- Identify resources and actions that are needed.
- Communicate your plan to all stakeholders.
- Set sail!