

# THE 4 I'S OF CREATIVE PROBLEM SOLVING

1



## IDENTIFY

### 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.

2



## IDEATE

### 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.

3



## INVESTIGATE

### 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.

4



## IMPLEMENT

### Plan and take action.

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