

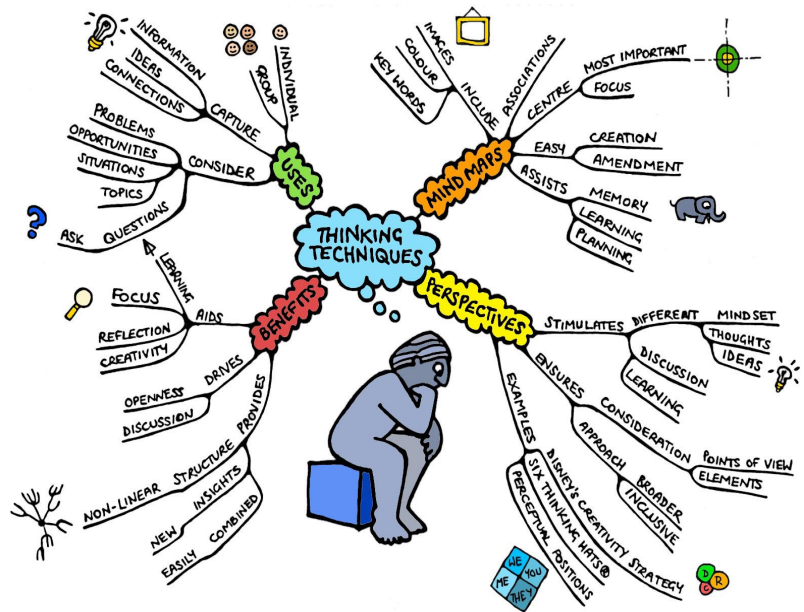
Good planning uses good tools. That applies to interpretative planning for sites and exhibitions as much as anything else. Some of the most valuable tools are simple thinking techniques that help you, and your colleagues, explore opportunities and challenges in different ways. These tools can be mixed, and, with practice, become natural and quick to use. Here are a few in brief!

How to mind map...[Tony Buzan]

Mind mapping is an amazing approach for exploring all manner of situations, and an efficient way of capturing thoughts. Points are arranged around a core issue. They are linked in the way our minds work, by association.

Creating a mind map:

- ➔ Clearly identify your core issue.
- ➔ Identify the next most important ideas that stem from the core issue, printing the minimum of words or phrases along the stems.
- ➔ Continue with lower level detail working outward.
- ➔ Include images, colour, interconnections to help you derive value.
- ➔ Let your mind intuitively create the map, your mind works far quicker intuitively than with logical thought.
- ➔ Review and refine the map.



Using different perspectives...

We all see issues from particular perspectives. These are usually ourselves as, say, friend, parent, customer, or specialist. The way we do this is often unstructured, biasing our contribution.

'Different perspective' techniques use mental or physical anchoring of a specific identity to help people consider an issue from the defined perspective. All have an iterative element, the person [or people] involved cycle around the perspectives to improve their understanding or solution.

Three such techniques use different perspectives in a structured way to explore issues and identify solutions.

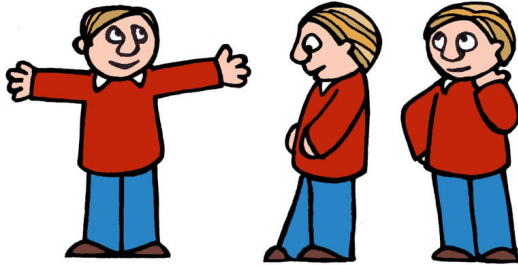
Perceptual positions:

Insight into another person's perspective.

For your focus situation:

- ➔ Talk about it from your perspective.
- ➔ Step into the other person's shoes and talk about it from their perspective.
- ➔ Step out of the situation and talk about it from an observer's view.
- ➔ Step even further out and view the whole system – the broader environment.
- ➔ Come back to being you with all the new insights.





Disney's Creativity Strategy

Having identified your focus – a situation or challenge...

- ➔ Capture lots of ideas by being a DREAMER.
- ➔ Explore each idea as a REALIST to understand how they could be implemented and any changes that are needed.
- ➔ Step back to imagine and CRITIQUE the whole situation. Does it meet your needs?

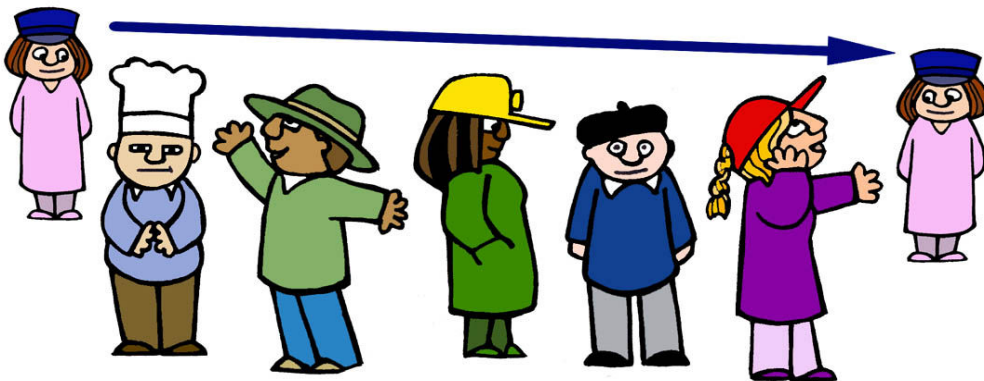
Go through this a number of times to develop clear solutions in appropriate detail.

Disney used this with Perceptual Positioning to check he had a great story.

Six Hats Thinking® [Edward de Bono]

Usually in colour – we're using styles for a change!

Apart from the facilitator [CAP], everyone wears the same hat at the same time to think in the same way, concurrently. You progress from one hat to the next to clarify, explore and resolve the issue raised.



CHEF presents FACTS. JUNGLE generates IDEAS. HARD HAT evaluates the POSITIVE, logically. BERET evaluates the NEGATIVE, logically. BASEBALL expresses sensed EMOTIONS. CAP chairs and summarises.

This technique uses perspectives within a clearly structured frame.

Have fun!

References:

Tony Buzan: How to mind map, ISBN: 0007146841

www.debonogroup.com/6hats.htm

Seymour and O'Connor: Introducing neuro-linguistic programming, ISBN: 1855383446