

The Creative Attitude: Learning to Ask and Answer the Right Questions by Roger Schank



- Tools**
 - 1. Focus on consequences of actions
 - 2. Focus on the reasons behind an action
 - 3. Look for action patterns, which relate
- Tweaking**
 - 1. Don't be rigid in set groups
 - 2. Condition is FALSE, ignore it, check truthfulness later
 - 3. Make an unworkable condition viable, add new question & XP to situation
 - 4. Use XP's as source of reminders
 - 5. Transpose objects that are alike in functions.
 - 6. Transpose objects that are alike in behavior.
- More tweaking**
 - To hell with facts
 - To hell with reality
 - Be reminded of anything
 - Use everything you get
- Question transformation**
 - Narrowing
 - Level raising
 - Goal precedence
 - Target Directed
 - Focus Changing
 - Analogical Mappings
 - Consequence following
 - Precedence tracking
 - Pattern recognition
 - Historical perspective
- Innovation questions**
 - Who prevents it
 - Who wants to innovate
 - Is most creative approach = scientific approach
 - Business strategy = market or product directed

Asking Questions

- Anomaly**
 - Non-scripts
 - On Us
 - Our questions
 - Our point of view
 - Non Acceptance
 - Depends
 - Must want to know

- Scripts**
 - Normal acceptance
 - Formulas for living
 - Fear of
 - Failure
 - Non-conformity
 - Human behavior
 - Belief-Goal-Plan-Action

Understanding depends on not understanding

Anomaly + Explanation = Creativity

Importance of Questions

- Good question is an irritant
- Reminders source for new hypotheses
- 3 basic types
 - Reason---Why
 - Event---What
 - Outcome---What

Understanding Cycle

- Gradual cycle
 1. Focusing on a portion
 2. Mulling over that portion
 3. Wondering about it
 4. Returning w/ questions & ideas

Maxims to remember

- Look for anomalies
- Listen
- Find data
- Classify, invent new classifications
- Make rash generalizations
- Explain
- Refuse to learn rules
- Reject a lot, ask why
- Let mind wander
- Fail early & often

Title	Creative Attitude	Author	Joe Dager	Date	11/19/2014
File	Creative Attitude.twd	Company	Business901		