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

**Important of Questions**

- Good question is an irritant
- Remindings 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**

- **Tools**
  1. Focus on consequences of actions
  2. Focus on the reasons behind an action
  3. Look for action patterns, which relate
  4. Don't be rigid in set groups

- **Non-scripts**
  2. Condition is FALSE, ignore it, check truthfulness later
  3. Make an unworkable condition viable, add new question & XP to situation

- **Tweaking**
  1. Don't be rigid in set groups
  2. Condition is FALSE, ignore it, check truthfulness later

- **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

- **Hypotheses**
  - Good question is an irritant
  - Remindings source for new hypotheses
  - 3 basic types
    - Reason—Why
    - Event—What
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- **Using XP's**
  - As source of remindings

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  - Consequence following
  - Precedence tracking
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