

Formal Tools for Creativity



Random Word Exercise

Introduction:

The random word entry technique is easy to use and very effective at breaking people out of thinking patterns. It can produce ideas that are exciting and provocative. The brain is so good at making connections that it can take two seemingly disconnected thoughts and finds ways to relate them to each other. In a self-organizing, pattern-making system, once a pattern is established, you can go easily along that track; but it is difficult to get out of that track to access new ideas. Using random word entry helps open pathways to new ideas for the focus area.

Random word entry is effective when:

- You have a brand new situation and there is no specific starting point
- The same ideas keep coming up over and over
- Ideas are needed fast (new products, services etc)

Random entries can include words, objects, pictures, or even sounds. When you don't have time to collect an assortment of objects, pictures, etc, then use a random word.

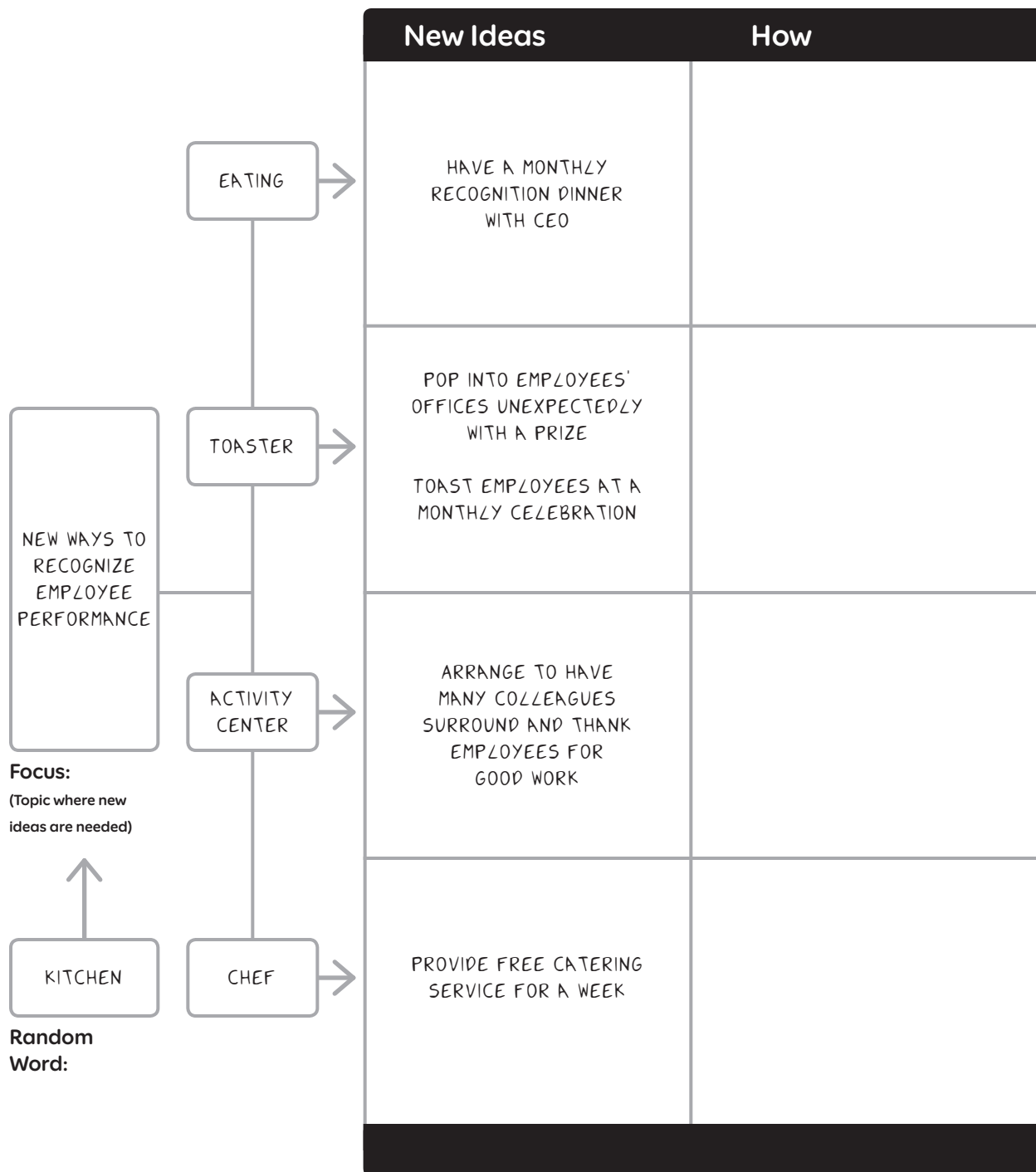
- Select a focus area
- Choose a random word
- Place the word next to the focus area
- Use the random stimulus to pull ideas out of the focus area

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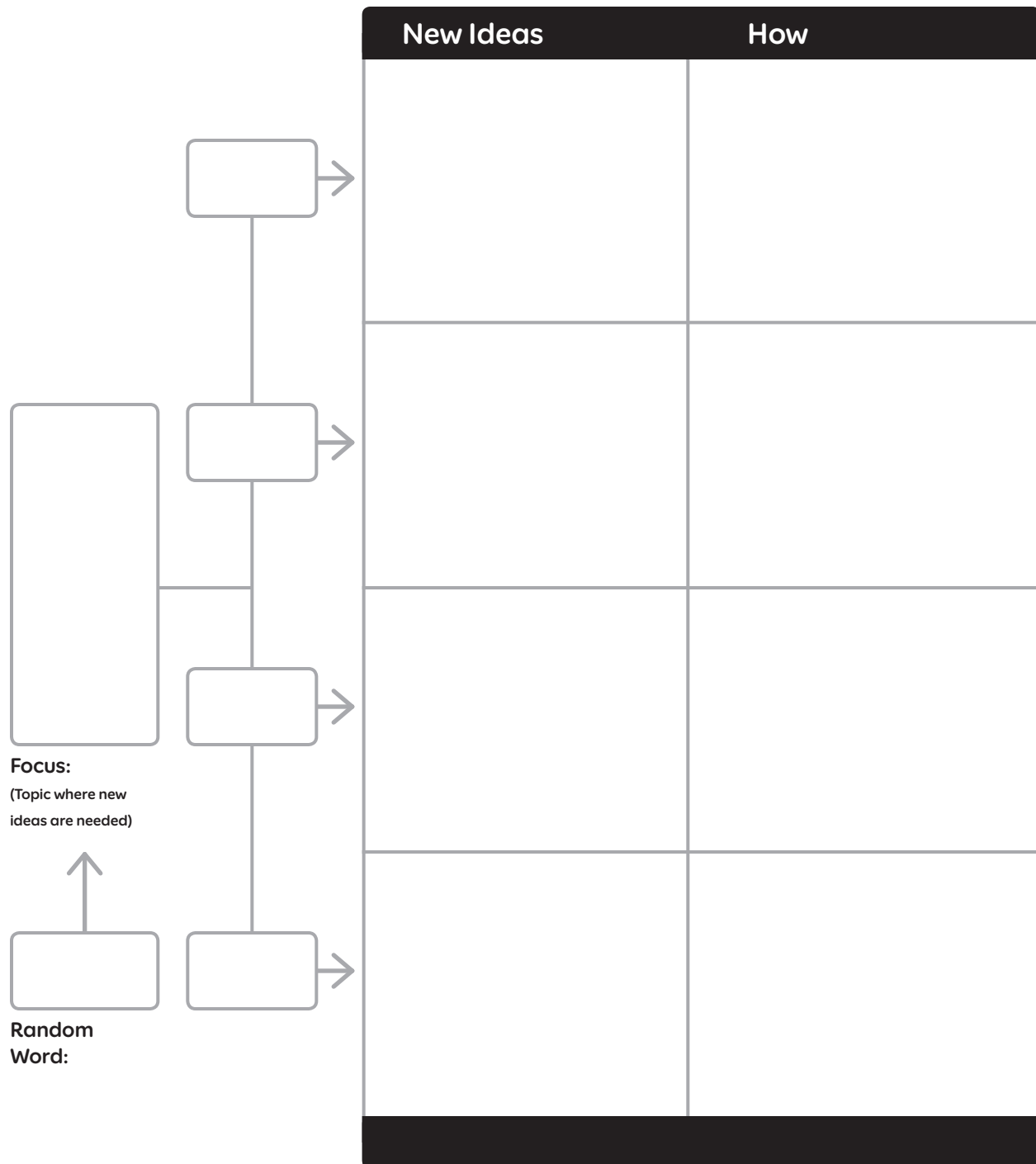


Random Word (example)

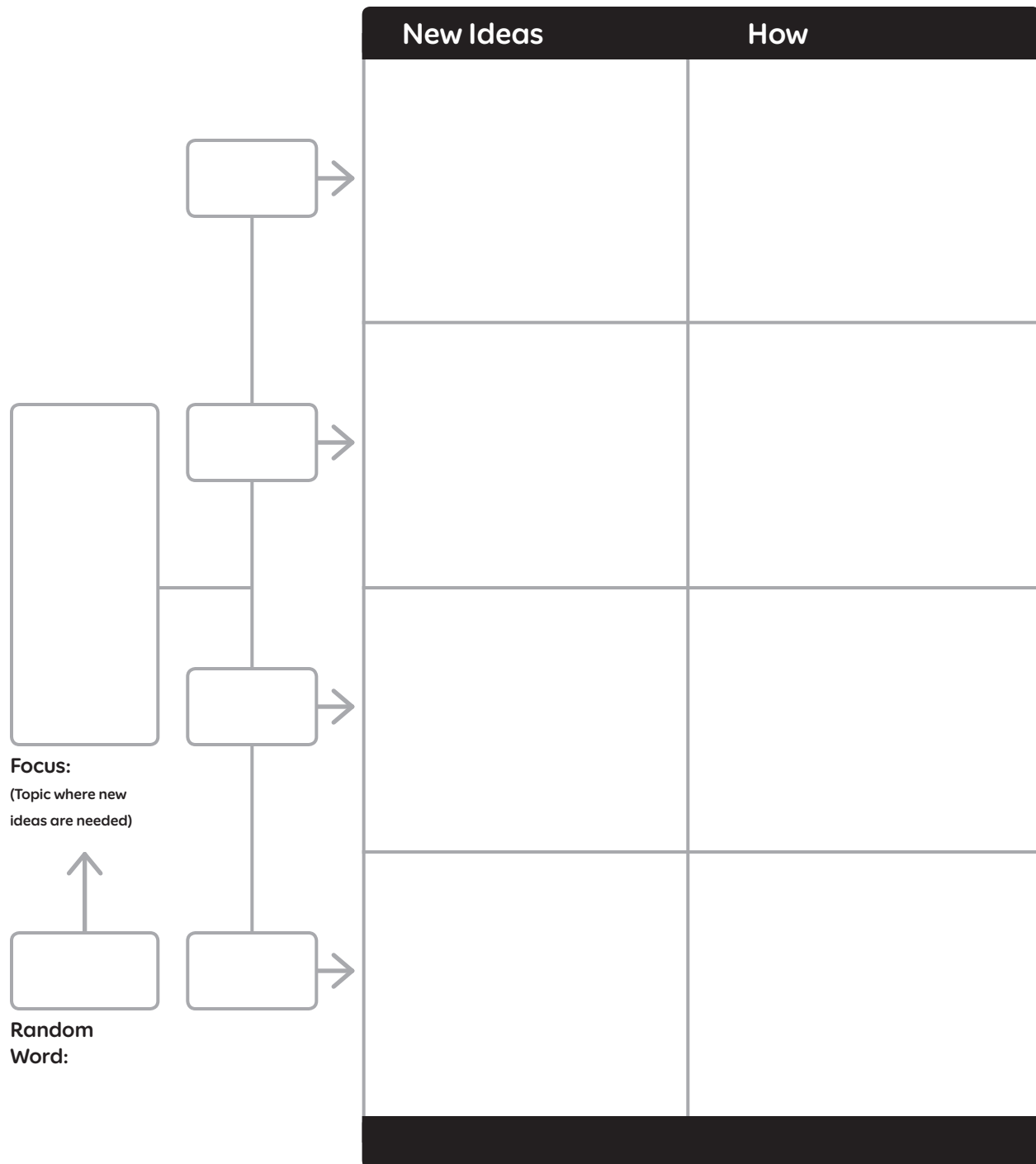
Choose a focus from your Creative Hit List. Use one of the Lateral Thinking tools to generate new and different ideas.



Choose a focus from your Creative Hit List. Use one of the Lateral Thinking tools to generate new and different ideas.



Choose a focus from your Creative Hit List. Use one of the Lateral Thinking tools to generate new and different ideas.





Randomly choose a number without looking at the list. Use the corresponding word as a stepping stone to create new ideas.