

↑ simplicity thinking

The Simplicity Thinking System of innovation is a people-centric system that links a process of innovation with skills and tools that make that system work.

Invented by Dr. Min Basadur of Basadur Applied Innovation, the system is a simple, experiential and inclusive approach to innovative thinking, problem solving, decision-making, teamwork and implementing valuable changes.

Applied creativity emphasizes discovering new problems and opportunities for innovation products, processes, the implementation of innovative solutions to everyday problems and teamwork.

Simplicity Thinking helps individuals build their confidence and skills in thinking clearly and innovatively. It also helps groups think together extremely efficiently. Many of us have often heard and used a killer phrase such as, "It's a good idea, but...". In many group decision-making processes, deferral of judgment doesn't happen. We often let our logic take over and begin to evaluate information as we absorb it. When we don't separate our divergent and convergent thinking, it is like hitting the accelerator and the brakes of a vehicle simultaneously – nothing happens except a lot of noise.

Simplicity Thinking helps a group build ownership, excitement and momentum in the problem-solving approach by suspending judgment while the generation of thoughts and options is happening. By focusing on the best options to move forward during convergence, evaluation occurs without the negativity of criticism. Instead, meanings are clarified so that we aren't just assuming that the rest of the group knows what is meant; there is plenty of opportunity to modify and refine our ideas. We agree on the criteria we will use to evaluate solutions and the group works together to move good options ahead in the process.

Instead of working against each other, participants work with each other to fully understand how others might see the problem, to fully consider the facts and solutions put forward – from minor to radical to obvious, and to develop a plan of action together so that momentum isn't lost following the meeting.

By committing time upfront to "get it right", we can quickly come to understanding our problem, solving it and taking action

How a simplicity thinking group application session works

A Simplicity Thinking group application session begins with a fuzzy situation, which is an undefined problem or situation. Some problems seem to be more fuzzy than others and you may even come to the session with what you believe is a problem that's not fuzzy at all.

Viewing the fuzzy situation from a deliberately neutral position, Simplicity Thinking focuses a group through problem formulation to solution implementation using eight steps. The key process skill used by participants in the Simplicity Thinking process is the deferral of judgment.

Solution Implementation

Problem Finding



Solution Finding

Problem Defining

Viewing a problem found as a fuzzy situation from a deliberately neutral position, Simplexity Thinking focuses a group through problem formulation to solution implementation using eight steps. The key process skill used by participants in the Simplexity Thinking process is the deferral of judgment.

In each step, a process leader helps participants diverge. This means that participants generate information without applying judgment and without analysing.

Divergence is applied throughout the Simplexity Thinking process to explore fuzzy situations, facts, problem statements, ideas, criteria, action steps, etc. After a broad range of possibilities has been generated through divergence, participants converge to select the options they would like to bring forward to the next step.



Problem Finding

Step 1: Problem Finding

Literally consists of finding or anticipating problems and opportunities. The result is a continuous flow of new, present and future problems to solve, changes to deal with and capitalize on, and opportunities for improvement for the organization.

Step 2: Fact Finding

Fact Finding consists of deferring convergence and actively gathering information potentially related to a fuzzy situation, and then evaluating and selecting those facts most likely to be helpful in developing a set of fruitful, advantageous problem definitions in the next step.

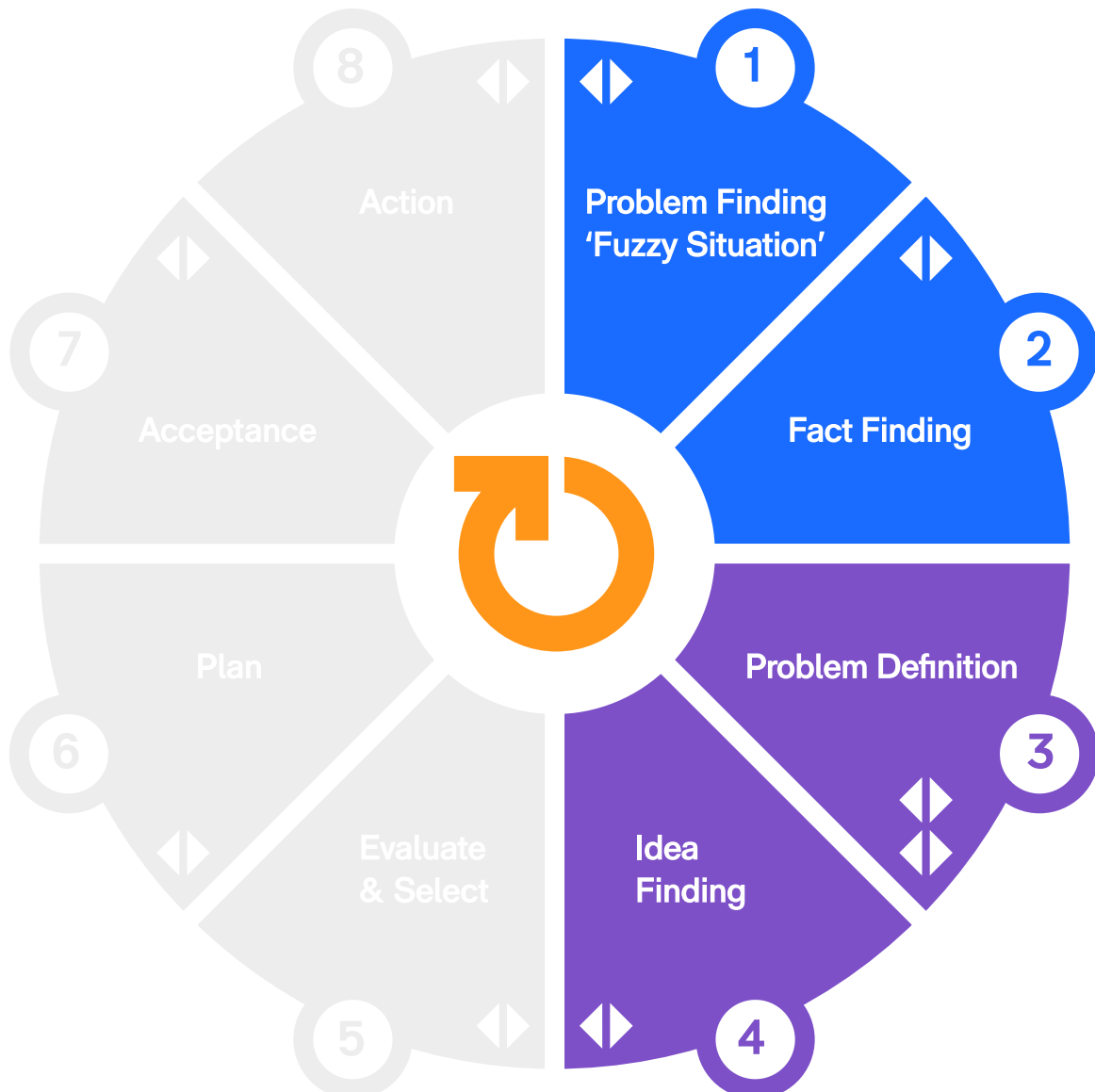
Problem Defining

Step 3: Problem Definition

Problem Definition consists of first using divergence to convert the key facts the group selected into a wide variety of creative “how might we?” challenges, and then selecting one (or a few) which seem most advantageous to solve. This step is about making sure the group is asking the right questions and that it comes up with the best definitions of the problem.

Step 4: Idea Finding

Idea Finding consists of deferring convergence while actively creating large number of potential solutions to the target problem definitions, and then converging smaller number of potentially good solutions for evaluation.



Solution Finding

Step 5: Evaluation and Selection

Evaluation and Selection consists of open-mindedly generating a wide variety of criteria potentially useful for making an unbiased and accurate evaluation of the potential solutions, and then selecting and applying the most significant criteria to decide which possible solutions are the best to take forward towards implementation.

Step 6: Action Planning

Action Planning involves thinking up specific action steps that will lead to a successful installation of the new solution.



This stage recognizes that problem solving does not end with the development of a good solution. Unless the solution is skilfully prepared for implementation, and it implementation skilfully executed, the problem solving will not have been successful. How to gain support for risking change, how to build commitment to plunge into unknown waters, how to tailor a solution for adaptation to specific circumstance, and how to follow-up to ensure permanent installation of the new change, is a significant, creative venture of its own.

Solution Implementation

Step 7: Acceptance

Gaining acceptance recognizes that the best-laid plans can be scuttled by resistance to the new changes involved. This step looks at the ways ownership in the solution can be generated, people can be shown that the solution benefits them, and potential problems caused by the solution can be minimized.

Step 8: Action

Taking action recognizes that the actual doing of an action step is an integral part of the decision making and problem solving process, and not to be taken for granted. No matter how carefully thought out the specific steps in a plan of action, it still remains to do the steps. This step recognizes the need to "get on with it" and learn from taking action.



Contact

We would be pleased to provide more information about how we can help you use the Simplicity Thinking System or to discuss your questions about the process.

Min Basadur / Bob Basadur
Basadur Applied Innovation
905-690-4903