

# Creative Block Busting©

Tool Kit

From IDEAS-RS



**Creative Block Busting® Tool Kit:** Proprietary tool kit from IDEAS-RS



**Top Row:** Question pack (red), Picture pack (yellow), Word pack (blue), Colour pack (lavender)  
**Bottom row:** Ignition Spark, Jolt, Ignition Trigger, Odds & Ends



Question Pack



### How to use the question cards

#### Example:

Business Challenge: How to retain talented people in the face of stiff competition.

#### Question

When did you become aware of the problem? What happened? Describe the early evidences that caught your attention.

How most people may answer this question:

- Became aware in 2003-2004
- We lost a lot of people
- Our attrition rate shot up compared to previous year.

Richer, more useful way to answer this question:

I became aware of the problem, when we lost people soon after the annual increments were announced. Surprisingly those who were rewarded well and promoted, were the ones

What do you that cannot be changed?  
the givens and why  
cannot be changed).

What proverb, idiom or  
the essence of your problem

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Picture Pack



Picture Pack - Reverse



Word Pack



Royal

Immoral

Intimate

Angry



### How to get ideas from words and phrases

Select any card randomly. Look at the word/phrase on it. It might even seem that the word/phrase has no relevance to your business challenge. However the word/phrase serves a different purpose. It helps you get fresh ideas for your business challenge/opportunity.

Here is an example of how it might work.

Business Challenge: How to retain talented people in the face of stiff competition

Spontaneous thoughts from the word 'Dad': My dad never made feel I was a kid. I felt he listened to me. Even respected what I said. I never felt ignored even he was busy. I knew Dad was always there for me, no matter what.



Colour Pack

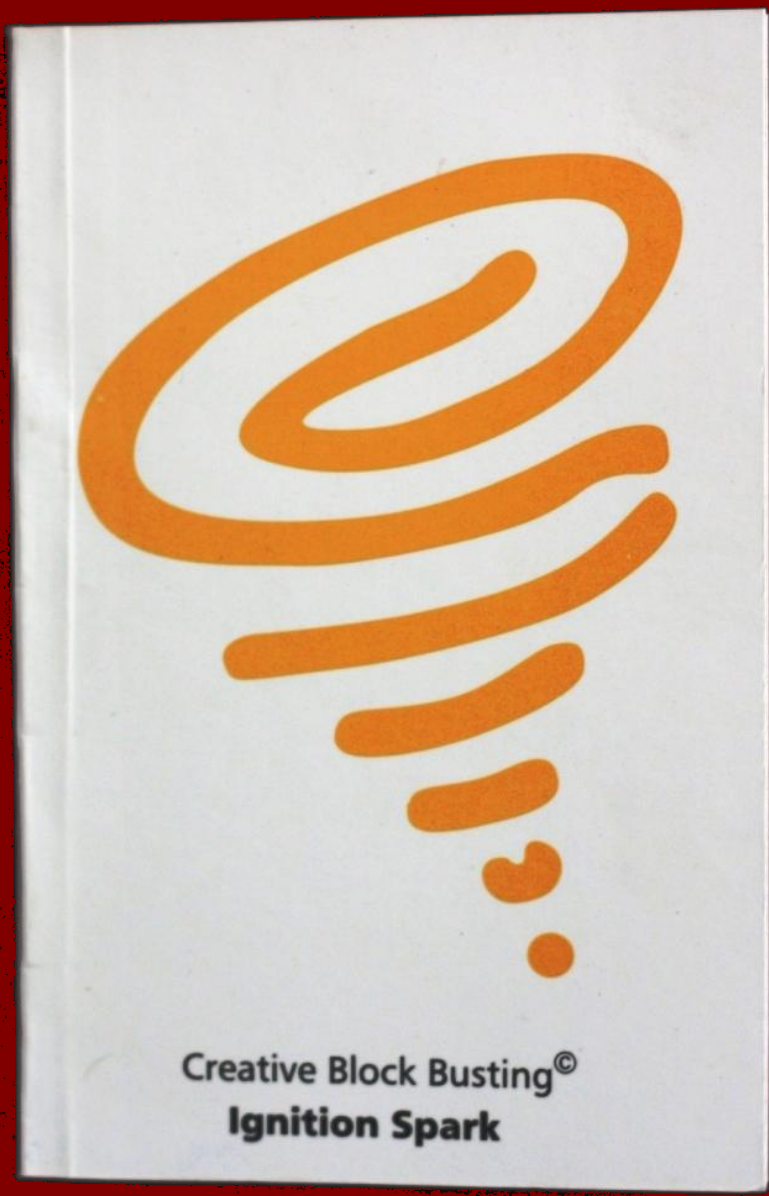


### How to get ideas from colours

Select any colour card randomly. Look at the colour. It might even seem that the colour has no relevance to your business challenge. However the colour serves a different purpose. It helps you get fresh ideas for your business challenge/opportunity.

Here is an example of how it might work.  
Business Challenge: How to retain talented people in the face of stiff competition

Spontaneous thoughts from the colour 'Pink': Reminds me of Barbie. And how my daughter adored Barbie. And the time I hunted for Ken (Barbie's Boy Friend) and her car, in London. And finally how thrilled my



Ignition Spark



Jolt

21. If you had all the money in the world, what ideas would you consider?

22. If you asked a bright 10 year old kid for an idea, what would he suggest?

23. What habits should we change to achieve our goals?

24. What attitudes should we change to achieve our ambition?

25. What would be the most outrageous thing to try in this situation?

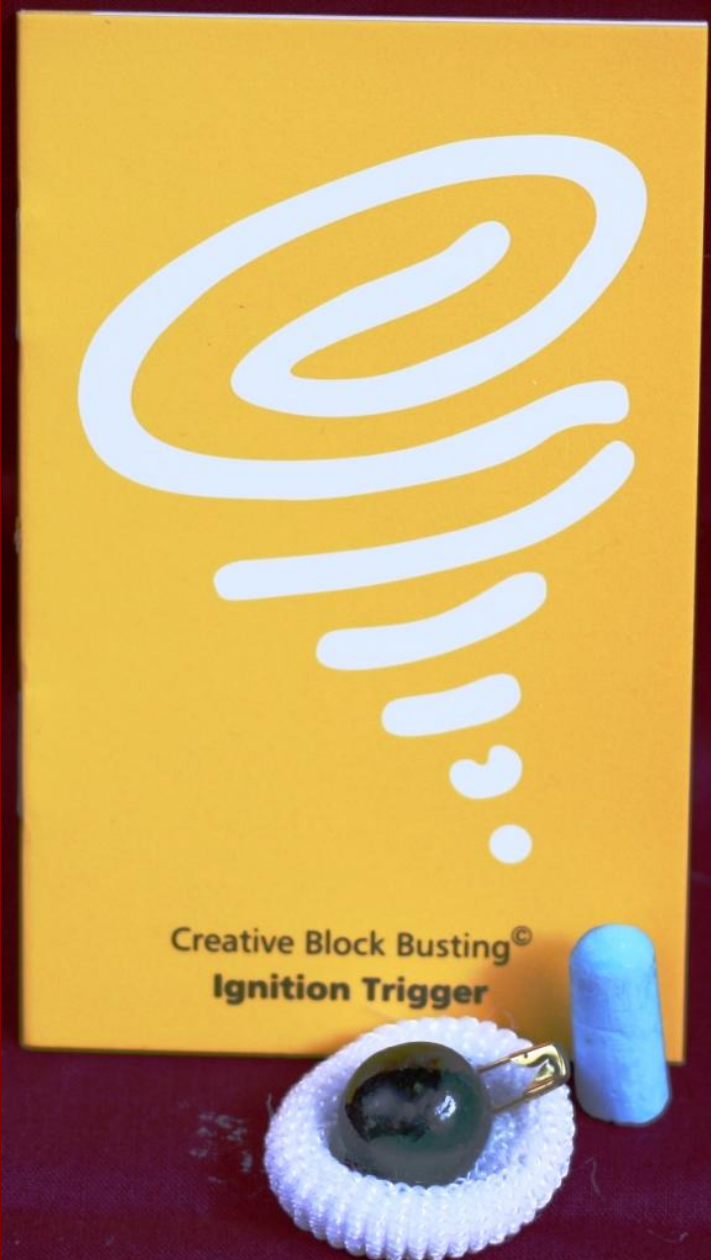
26. What would be the riskiest thing to try in this situation? (What might work but get you into trouble? )

27. What ideas would be away from the beaten track, tried & tested route?

28. What ideas are you holding back? (Whatever be the reason)

29. What ideas would be considered completely radical, shocking or crazy in your organisation?

30. What ideas would you try if you knew that all the credit will come to you?



Ignition Trigger

## "My name is..."

Open the pouch. Close your eyes and randomly pick up an object from inside the pouch.

The object is begging you to name it. Name it within 10 seconds.

Use the name and write as many (minimum 10) sentences using the name in every sentence.

Buried in those sentences are ideas for your problem.

Capture at least five ideas.

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## "Rights and Wrongs"

Open the pouch. Close your eyes and randomly pick up an object from inside the pouch.

What is right with the object?  
What do you like about it?

What is wrong with the object?  
What bugs you about it?

How can you set things right for the product? What ideas will you use?

How can those ideas be of use in solving your problem?

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