



dr Edward de Bono's **Six Thinking Hats**

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16. 4. 2011, Rimske toplice

Let's clean the Balkans in one day!

HOW DO YOU FEEL TODAY?



exhausted



confused



ecstatic



guilty



suspicious



angry



hysterical



frustrated



sad



confident



depressed



happy



mischievous



disgusted



frightened



enraged



ashamed



cautious



smug



depressed



overwhelmed



hopeful



lonely



lovestruck



jealous



bored



surprised



anxious



shocked



shy



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The Lecturer – Nastja Mulej



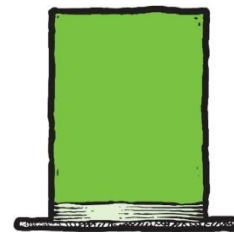
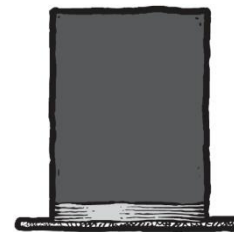
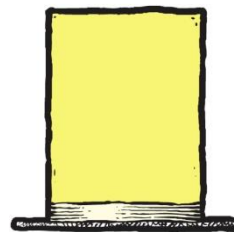
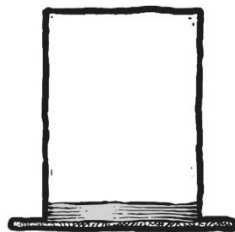
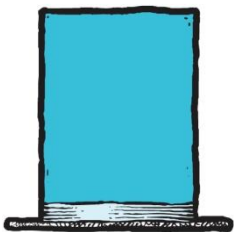
- The only licensed trainer of de Bono thinking in Slovenia (Six Thinking Hats, Lateral Thinking, CoRT)
- Translated his two basic works
- Over 50 workshops (< 500 attendees) and 50 conferences (< 500 attendees) in 4 years
- BA in Economics, BA in Sociology, M.Sc. in communication studies
- 10 years in New Moment (ex Saatchi & Saatchi) as head of new ideas department (New Moment Magazine, Ideas Campus, New Moment Thinking) , before copywriter at Publicis Virgo
- Lecturer at many Colleges
- PR manager of Slovenian Marketing Association, Golden Drum , Slovenian Marketing conference...

The Originator – Edward de Bono



- World's leading authority in creative and conceptual thinking
- M.D., Ph.D., Rhodes Scholar
- Author of over 70 books with translations into more than 40 languages
- World renowned consultant to business, government and education
- More than 500,000 people have been trained in this method

**“From debating what is...
To designing what can be”**



Why, oh, why...

- How come no one realize what a genial idea I propose?
- How come my team does not except my great idea, even though I am explaining it in most logical way and using every argument I can think of?
- Is there any better way then argument?
- How could we avoid conflicts in a team?
- How to lead colleagues to use their capacity as much as possible?
- So what is a Six Thinking Hats technique and how do we play it?

Imagine...

- *ABB: usually needed 20 days for the international project planning. With 6H: 2 days*
- *In IBM labs: with 6H meetings shorten to $\frac{1}{4}$*
- *Statoil: problems with oil pumping equipment = 100.000 USD/day. With the 6H trainer problem solved in 20 min = 0 USD*
- *Steel plant in SAR: 20.000 ideas in 1 meeting*

Traditional Thinking – Individually

- Describe your current style of thinking.
- What are your thinking strengths?
- What are your thinking weaknesses?
- How is it working for you?
- Where do you do your best thinking?

Traditional Thinking

- The History of Thinking
- The Gang of Three (469-322 B.C.)
 - **Socrates**
 - **Plato**
 - **Aristotel**
- The Fall of the Roman Empire (476 A.D.)
- Who Followed Their Philosophy?

Perceptual Thinking

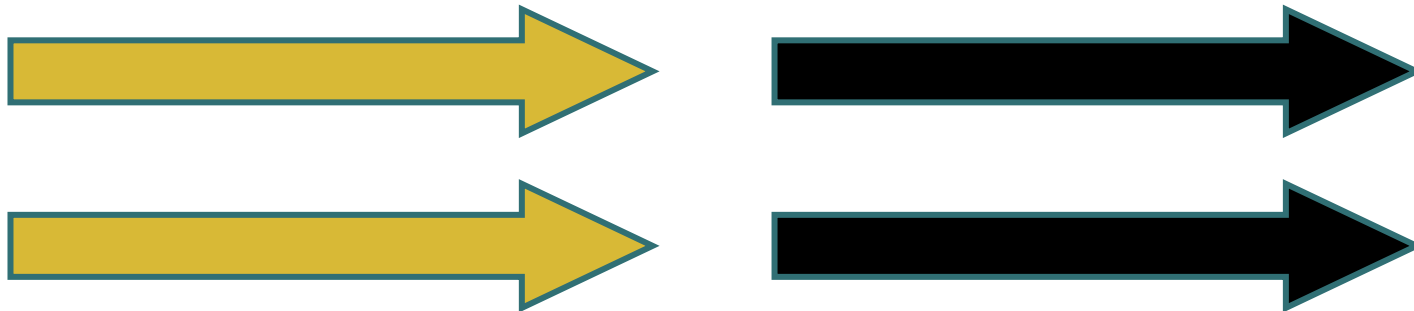
- Perception is neglected
- We admire facts, logic and arguments
- Church – from dogma, fix position
- Analyze, evaluate, judge, critic, from own position
- We don't creative value, we are not turn forward
- 90 % of thinking errors are errors of perception
- Direction perception (N, S, E, W) – controlling perception, better thinking, similar to binoculars
- Self-confidence, self-esteem, new ideas

Parallel Thinking

From Adversarial



To Parallel

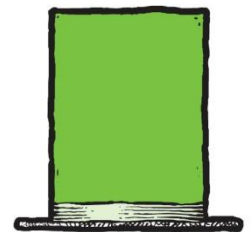
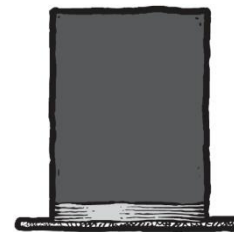
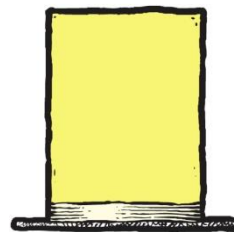
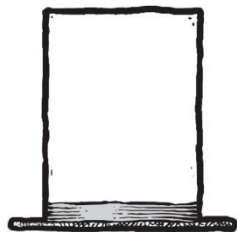
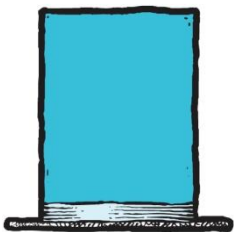


Parallel Thinking

- Getting everyone focused on using the same thinking tool at the same time
- Encourages the sharing of information
- Prompts a group to pool all of their ideas rather than defending one point of view

Introduction to Six Thinking Hats

- Why hats?
- Six Hats
- A powerful thinking tool
- Not categories



Benefits of the Six Thinking Hats

- Separate out thinking so we can do one thing at a time
- Ask people to switch thinking from one mode to another
- Separate ego from performance
- Signal what thinking process to use next
- Expand from one-dimensional to full-coloured thinking
- Explore subjects in parallel
- Allow specific time for creativity & emotion

Six Thinking Hats



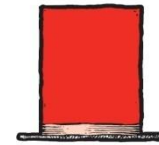
Blue Hat

Managing the
Thinking Process



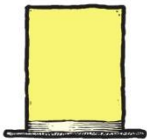
White Hat

Information
Available and
Needed



Red Hat

Intuition and Feelings



Yellow Hat

Benefits and Value



Black Hat

Caution, Difficulties
and Weaknesses



Green Hat

Alternatives and Creative
Ideas



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Questions?



THANK YOU VERY MUCH!

I wish you a great thinking!

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