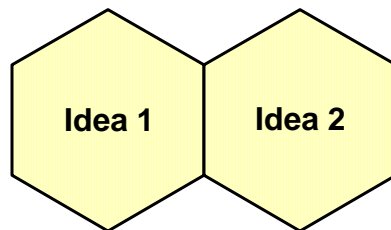




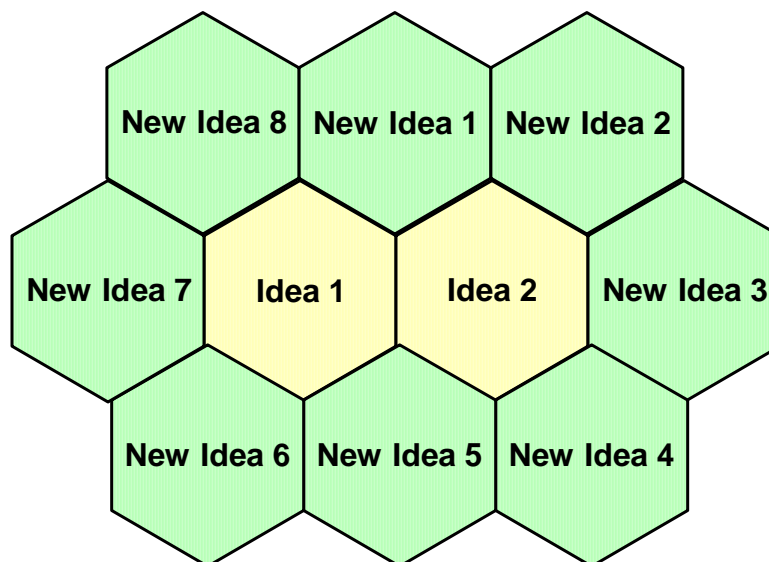
## VIS-IT™ Technique for Creative Thinking: SYNTHESIS THINKING

Creative thinking in groups involves generating *new* ideas by asking the minds of the participants to integrate, or *synthesize*, two or more already existing, but previously unconnected concepts or ideas. For example, the “snowboard” might have been a new idea formed from the concepts “skiing” and “snow.”

To launch a creative, synthesis thinking activity, begin with one idea, and then position a second idea next to it. Ask the group to consider both simultaneously, and to force their minds to synthesize the two into one, using questions like: “What new ideas emerges when we combine Idea 1 and Idea 2?” See the format below. Notice that the original two ideas are written on yellow hexagons. Write the new ideas are written on a different color.



Position the first new idea (New Idea 1) above the two original ideas, as shown below, and then try to generate as many as eight new ideas.



**About Thinking Tools LLC** (formerly Vision Works LLC)

The PURPOSE of Thinking Tools LLC is to develop and offer highly effective team-support tools and methods for innovative thinking, facilitation and training. Our VIS-IT tools focus thinking to generate greater insight, creativity and problem-solving capabilities! Our VIS-IT techniques make teams more productive! Together, our products and methods enable anyone to conduct Better meetings. On purpose. Please share your experiences and comments on this technique at [www.facebook.com/thinkingtoolsnet](http://www.facebook.com/thinkingtoolsnet).