

D and his
Thinking Heads

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The Twelve Principles

1. BHs avoids Change, CHs seek Change
69% of companies of UK's FTSE 100 extinct in 20 years
2. BHs are Negative, CHs are Positive
Avoid Devil's Advocate
3. BHs Think Fast, CHs Think Slow
Bad impulsivity
4. BHs Assume, CHs Doubt
Limit Assumptions
5. BHs Complicate, CHs Simplify
Paralysis by Analysis
6. BHs Drain, CHs Stimulate
Fresh Connections
7. BHs Rationalise, CHs Play
Predictability & Control
8. BHs Censor, CHs Permit
Negative Self Talk
9. BHs like Certainty, CHs like Failure
Prototype to success
10. BHs follow Patterns, CHs break Patterns
Randomly select attributes
11. BHs like Workplaces, CHs use Hotspots
Catch your Business Head off-guard
12. BHs dominate, CHs like to be Left alone
Use will power to keep your creativity Head on

The End

A fantasy about 'D' and his different 'Thinking Heads'

Long ago, 'D' misplaced his Creativity Head and
Became reliant on his Business Head instead
He ran his business well, but he also ran out of ideas.

Learn how 'D' reclaimed his innate creativity again.

Go <http://www.m1creativity.co.uk/books.htm> for a pdf copy

