

# SYNECTICS

Creative problem-solving technique

## How?

### 1.- Making the familiar strange

#### Direct Analogy

Makes comparisons between two facts, objects or organisms i.e. How would ants solve this problem?



#### Personal Analogy

Involves the identification with the elements of the problem. i.e. if I were...? How would I feel?



#### Symbolic Analogy

Searches for a word related to the problem, to ask about its essence and integrate it like a book's title.



#### Fantasy Analogy

Looks for an unreal situation with impossible imaginary solutions.



#### Games with words

Establishes associations from words-stimuli linked to the problem.



#### Games to render laws ineffective

Alters a scientific law, to see its consequences and to boost creative ideas.



### 2.- Making the strange familiar

Analyzes the breakdown of the parts of the problem



Makes use of the generalization to identify significant aspects of the problem.



Models or analogies are sought to take it to a familiar ground



# Synectics As A Creative Problem Solving Technique

**Joacim Rocklöv**



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