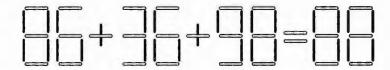
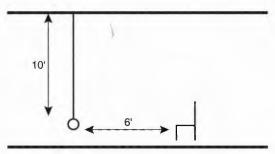
CHAPTER 6 BREAKING DOWN THE BARRIERS TO GENERATING IDEAS

6.5. Fifty-seven sticks are laid out to form the equation. Remove eight sticks to make the answer correct. Do not disturb any sticks other than the eight to be removed. First list any perceived constraints that you initially thought could be blocks to solving this problem.



Source: Carter, Phillip J., and Ken A. Russel, *Brain Busters*, Sterling Publishing, New York, 1992.

6.6. A prize is hanging by a string from a 10-foot ceiling. You are seated in an immovable chair six feet away. In your possession are 10 pieces of paper, a pair of scissors, a reel of tape, paper clips, a box of matches, and a ball of string. Suggest ways of obtaining the prize while remaining seated.



6.7. Identify the mental blocks you encountered in Exercises 6.3 through 6.6.

6.8. Give a specific example for each of the following:

- A. Each of Adams's perceptual blocks
- B. Each of Adams's emotional blocks
- C. Each of Higgins's common causes of mental blocks

Improving Your Creative Ability

- **6.9.** Pick three of the 12 techniques listed in the table on improving your creative abilities to work on in the next month. Outline the first steps on how you will do this.
- **6.10.** Which of the 12 techniques on improving your creative abilities do you believe are your current strengths? Your current weaknesses?
- **6.11.** Create a scenario on how Coca-Cola or Xerox might have used techniques from the table on improving your creative abilities to develop their products.