

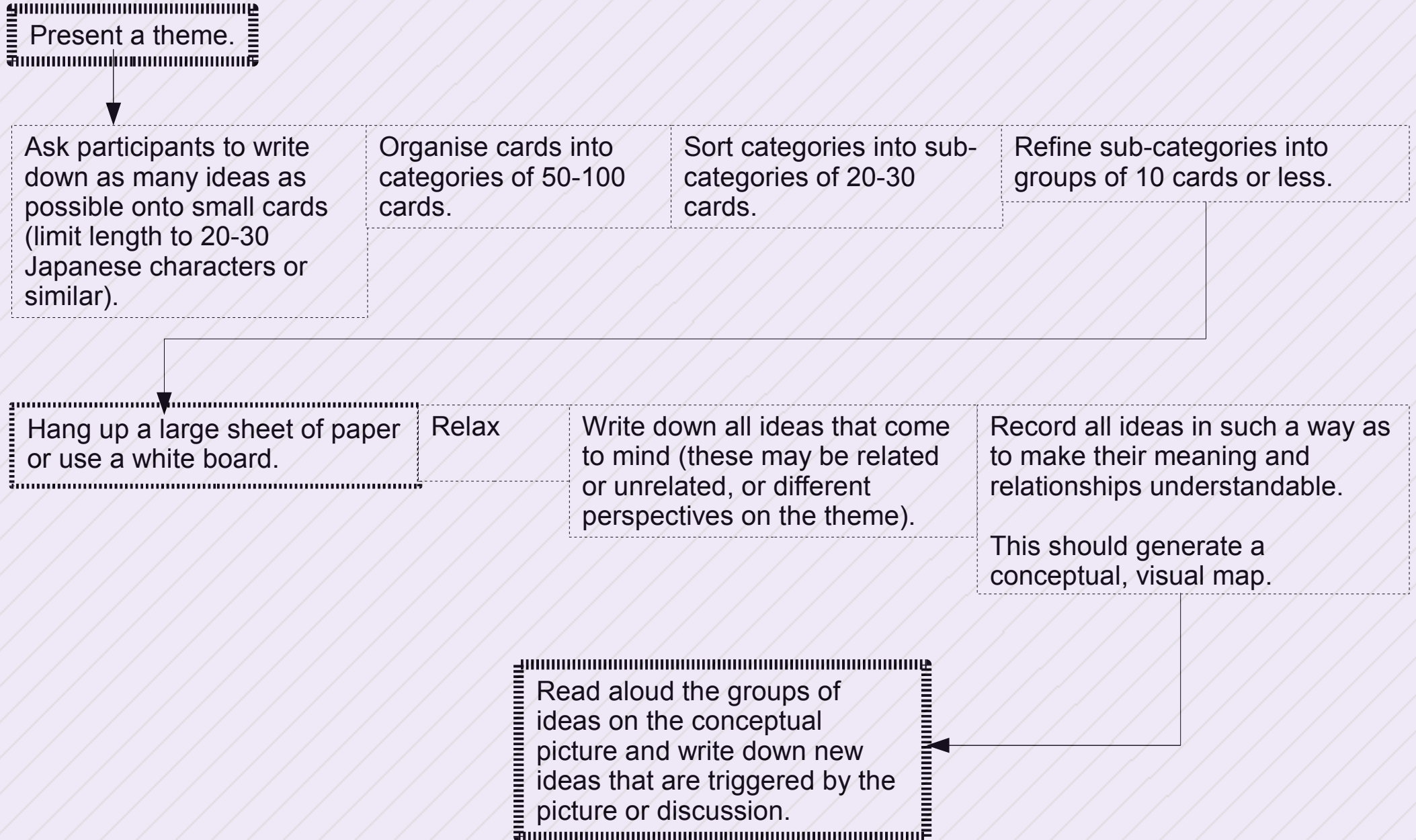
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four Japanese Brainstorming techniques

KJ METHOD

(Professor Kawakita Jiro)

“...use complex associations among ideas as a way of triggering new ideas....”



MBS

(Mitsubishi Brainstorming Method)
(Sadami Aoki)

“...take advantage of the Japanese preference for structure and order....”
“..in this structured, ordered way, this method attempts to elicit ideas from all..”

Warm Up: Participants write their ideas down for 15 minutes.

Participants read their ideas aloud (in order to prevent more vocal or aggressive people from dominating).

While this is happening, people continue to write down ideas (this also helps those that didn't come up with many ideas to save face).

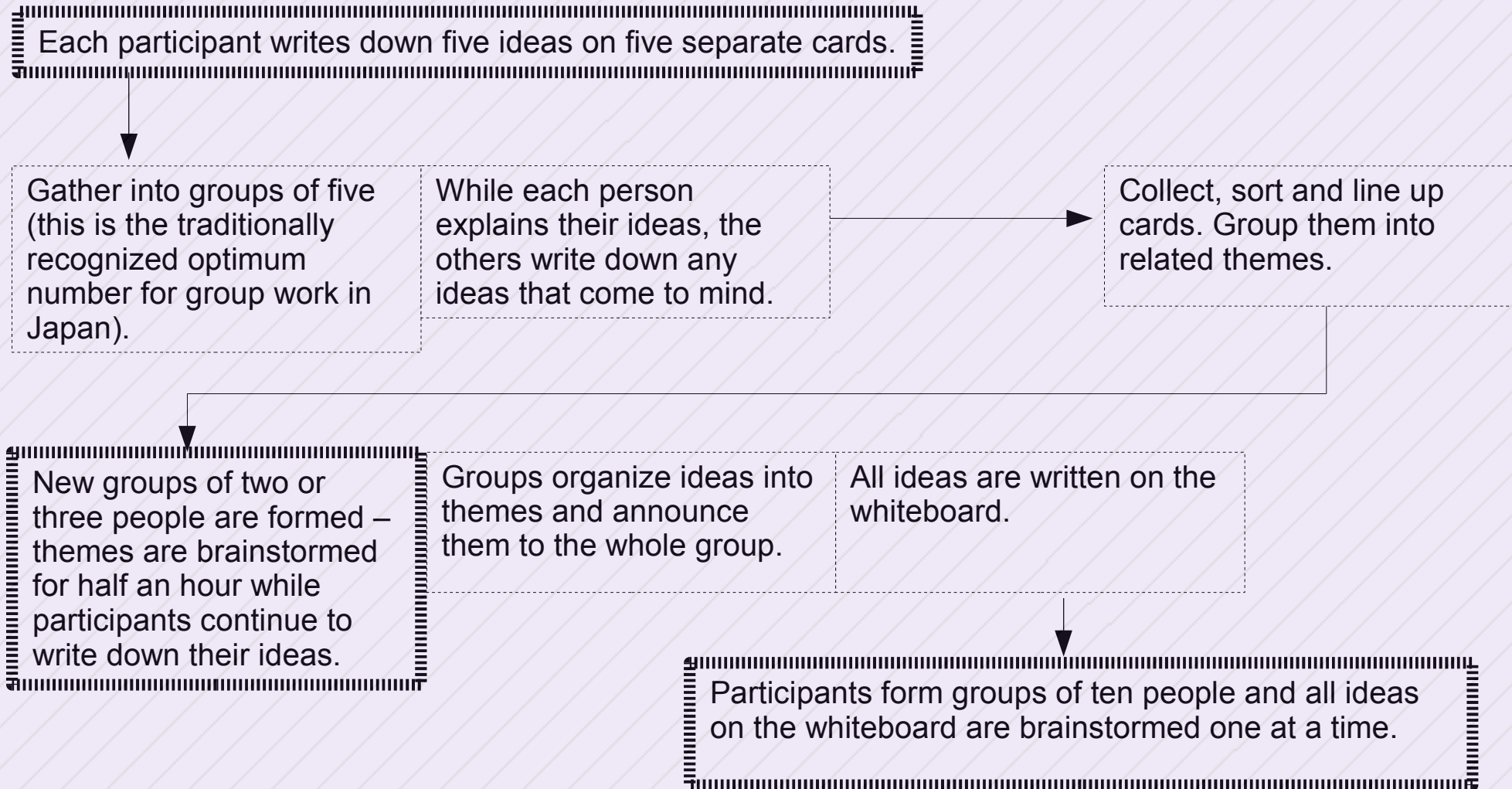
For the next hour or so, participants are asked to explain the background and content of their ideas in greater detail.

This is written onto “idea maps” by the group leader.

NHK METHOD

(Hiroshi Takahashi)

“...like an egg beater, churning ideas again and again until a new mixture is generated....”



Lotus Blossom

(Matsumura Yasuo)

“...simple, open-ended structure that allows for systematically linking new ideas.”

Present a central theme.

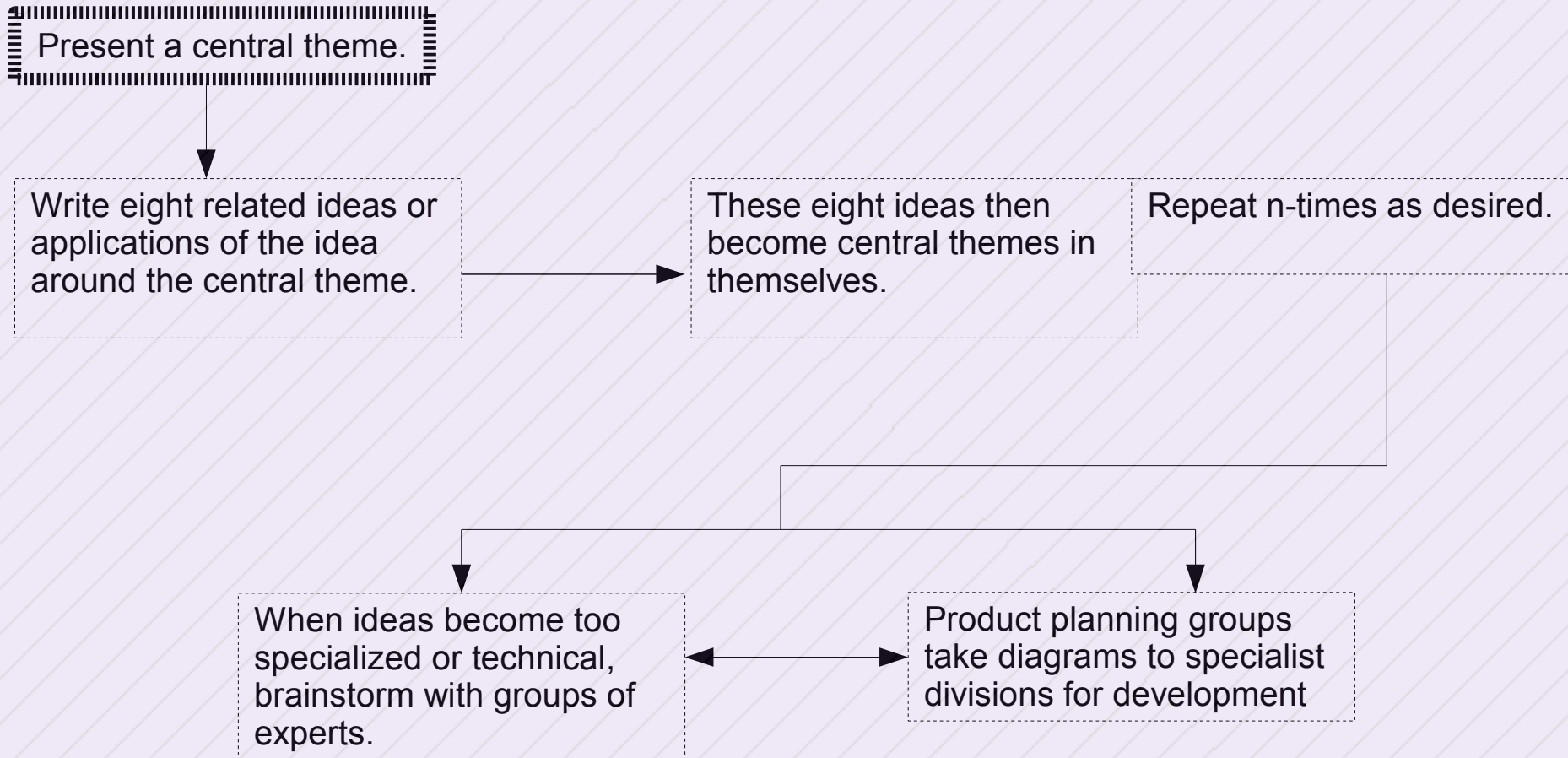
Write eight related ideas or applications of the idea around the central theme.

These eight ideas then become central themes in themselves.

Repeat n-times as desired.

When ideas become too specialized or technical, brainstorm with groups of experts.

Product planning groups take diagrams to specialist divisions for development





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Creativity in Japan

update: ideas 125-128 up

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78	70	1
Autonomy But Not Isolation	Overcome the Tyranny of Western	'Genba-ism'
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Reject False Dichotomies	Company as Spo	What is your Consumer
26	5	22
Foster		Drop

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Two Views of the Creative Product

a few notes

Figure 36: Kaufmann's (2004) Novelty-Creativity Taxonomy



High	Intelligent Adaption (I.A)	Reactive Creativity (R.C)
Low	Routine Problem Solving (R.P.S)	Proactive Creativity (P.C)