

Basic Creative Thinking

Fluency Many responses for a given situation.
The emphasis is on quantity rather than quality.

For example:
List many ways to . . .
Think of several ideas for. . .

Flexibility Thinking in a variety of categories by shifting the
mind while generating the ideas.

For example:
List different kinds of ways to. . .
Think of different kinds of reasons for . . .

Originality Expressing unusual or uncommon ideas that are
relevant but away from the obvious.

For example:
Think of common and unusual ways to. . .
List common and unusual ideas for. . .

Elaboration Adding details to a basic idea to make it more
interesting and easier to understand.

For example:
Think of details you can add to make the idea clearer.
Add ideas that will make the idea more interesting.

Evaluation Weighing ideas in terms of desirability and
undesirability.

For example:
List the pros and cons of. . .
Think of things you like and dislike about. . .