

QUICK REFERENCE TO A CALL FOR A DIFFERENT KIND OF THINKING

The significant problems we face today cannot be solved by the same level of thinking that created them.

- Albert Einstein

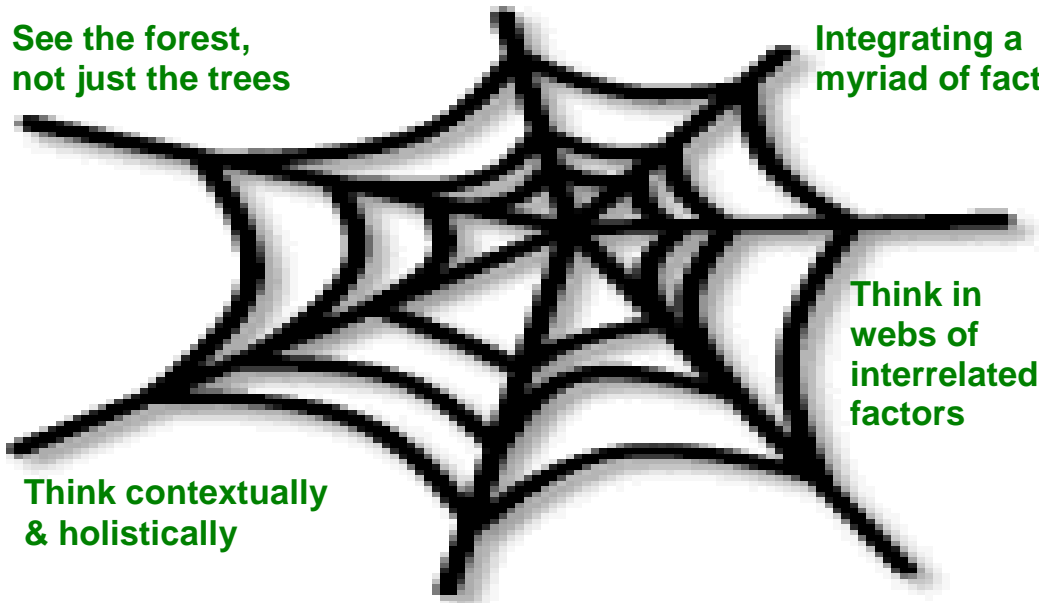
If your mind is empty, it is always ready for anything; it is open to everything. In the beginner's mind there are many possibilities; in the expert's mind there are few.

-Suzuki Roshi, *Zen Mind, Beginner's Mind*

A Call for a Different Kind of Thinking ⇒ Web Thinking

See the forest,
not just the trees

Integrating a
myriad of facts



Think in
webs of
interrelated
factors

Think contextually
& holistically

Web Thinkers Have the Ability to...

- ⊕ Collect, assimilate, and weigh a wide range of data.
- ⊕ Construct intricate relationships among constellations of ideas.
- ⊕ Embrace ambiguity.
- ⊕ Intuit appropriate actions in puzzling business situations.
- ⊕ Remain mentally flexible and juggle a lot of office demands at once.
- ⊕ Envision a broad range of consequences.
- ⊕ Anticipate rapid, unexpected changes.

Strategies for Web Thinking

- ⊕ Expect to be a web thinker.
- ⊕ Clear your mind.
- ⊕ See from a critical distance.
- ⊕ Clean off your lens and look again.
- ⊕ Integrate your thinking.
- ⊕ Practice the art of problem posing.
- ⊕ Apply the Six Thinking Hats technique.
- ⊕ Allow time for incubation.
- ⊕ Regain your curiosity.