



Creative & Innovative Thinking





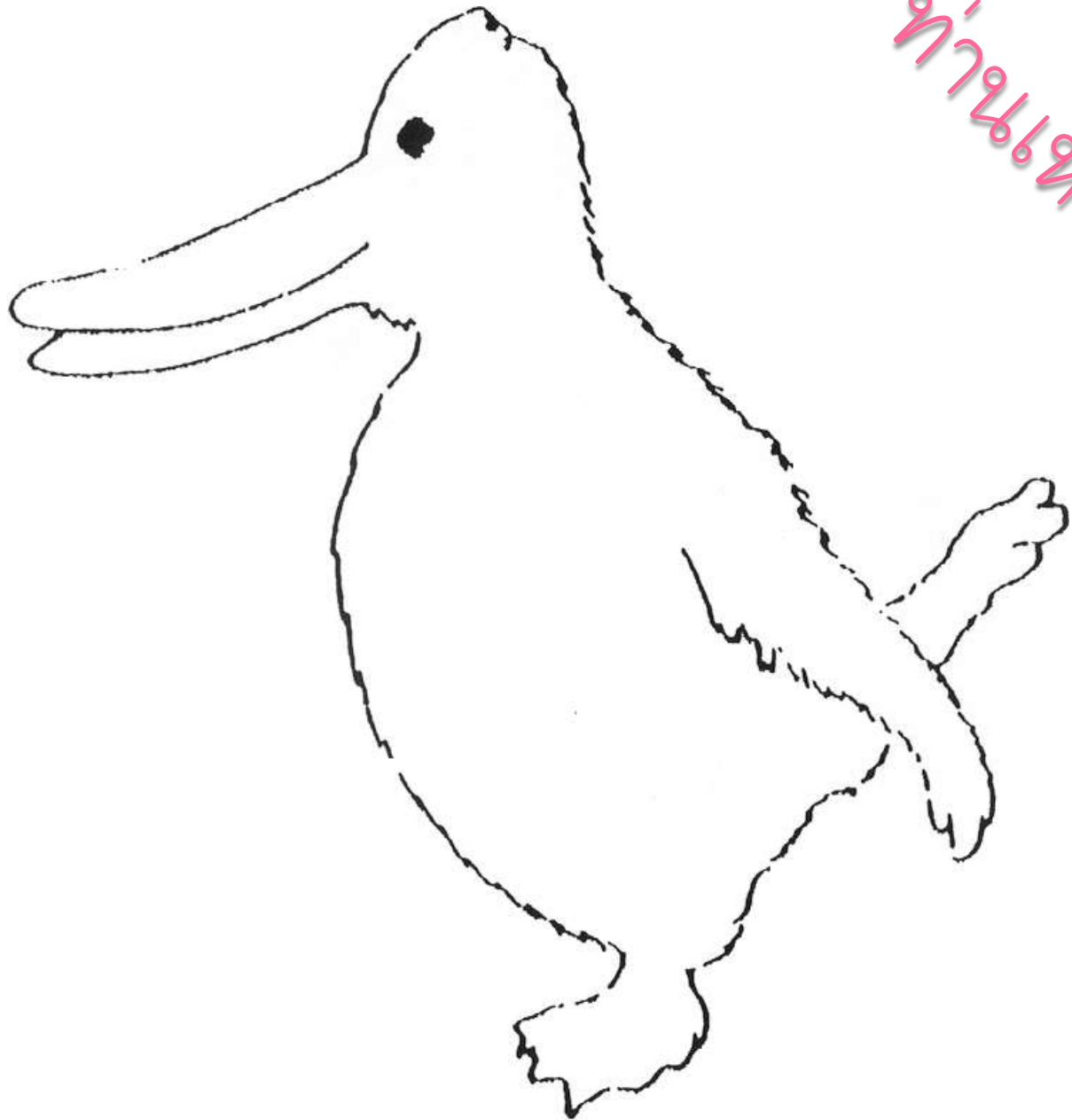
The Thinker



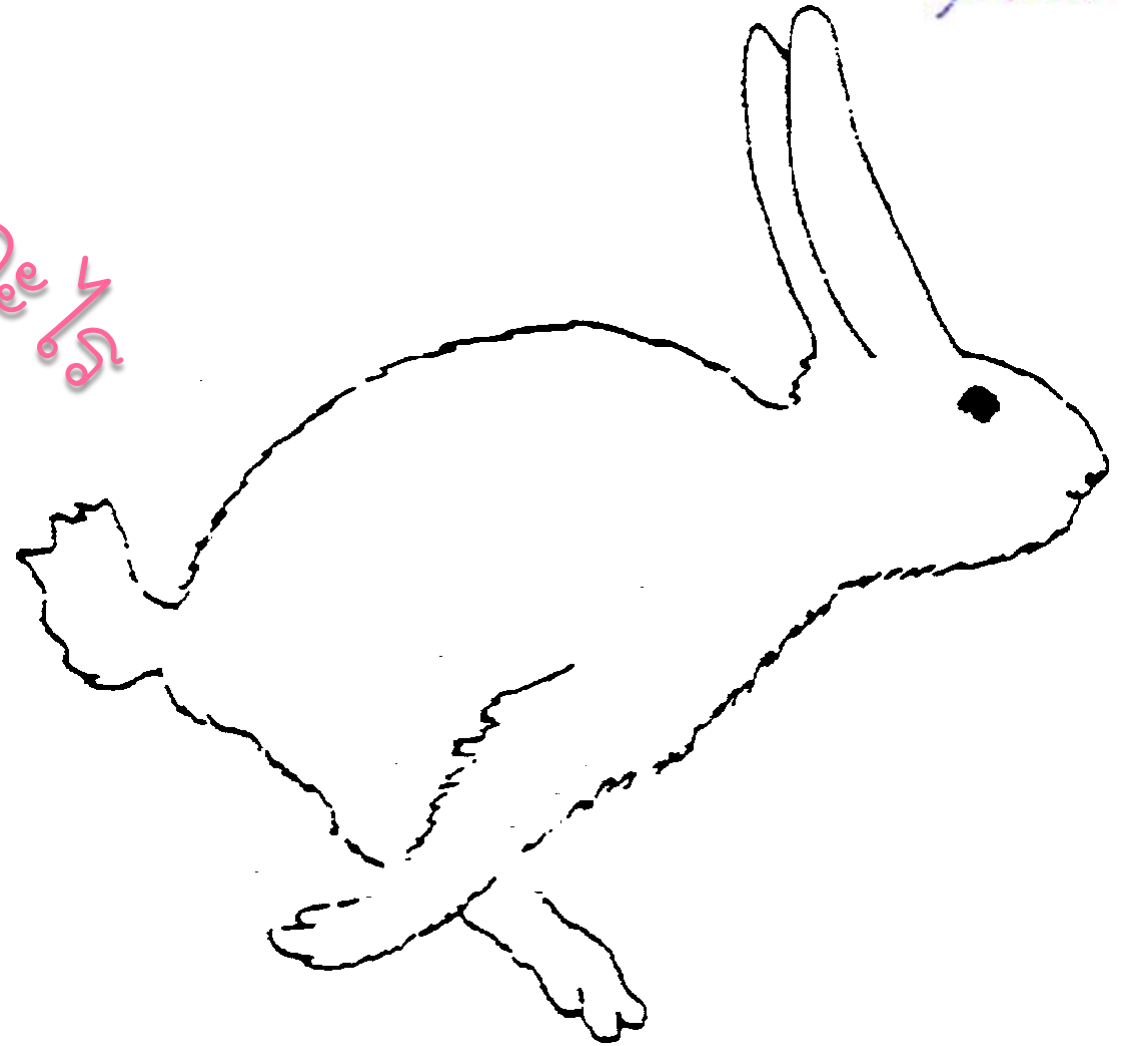
“Imagination is more important than knowledge.”

— Albert Einstein

ImAGination



ทำมาจากอะไร







There are six eggs in the basket.

Six people each take one egg,
how can it be that one egg is
left in the basket?



She takes the basket as well
with the last egg still in it



ทำแบบฝึกหัดอะไร



Personal Facts
Name: Matthew Hirsch
Edu: BBA in Marketing
Serving Size: 1 Creative

* Percent Daily Value (DV) is based on learning level and work experience

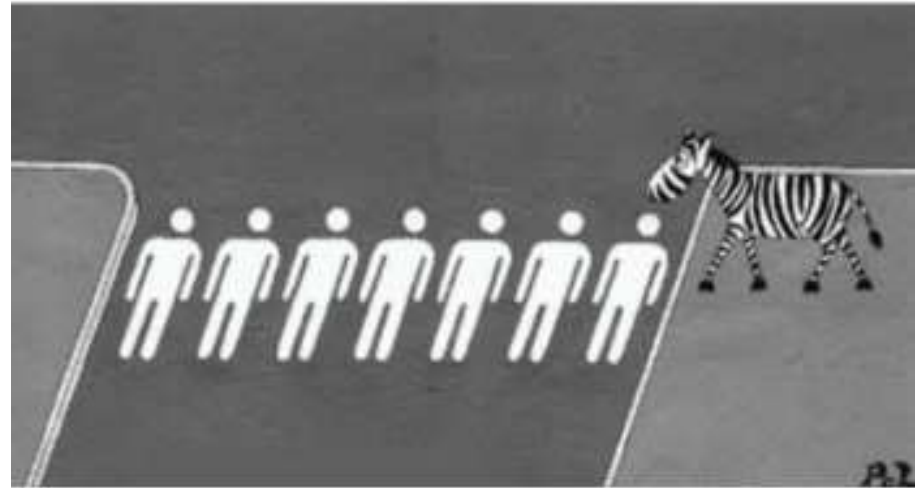
Amount/serving	%DV*	Amount/serving	%DV*
Motivation	101%	Illustrator	87%
Communication	97%	InDesign	73%
Adaptability	97%	Photoshop	66%
Work Ethic	111%	HTML&CSS	83%
Creativity	93%	Spanish	55%

GVSU - 2009 to 2013 | Polishing Center - 2014

Ingredients: Marketing, web design, web development, content management, graphic design, brand strategy, typography, PPC advertising, search engine optimization, search engine marketing, social media marketing/management.

THANK YOU BRUCE!

Comments or Questions?
matthew@hirschcreative.com
or call the barcode.





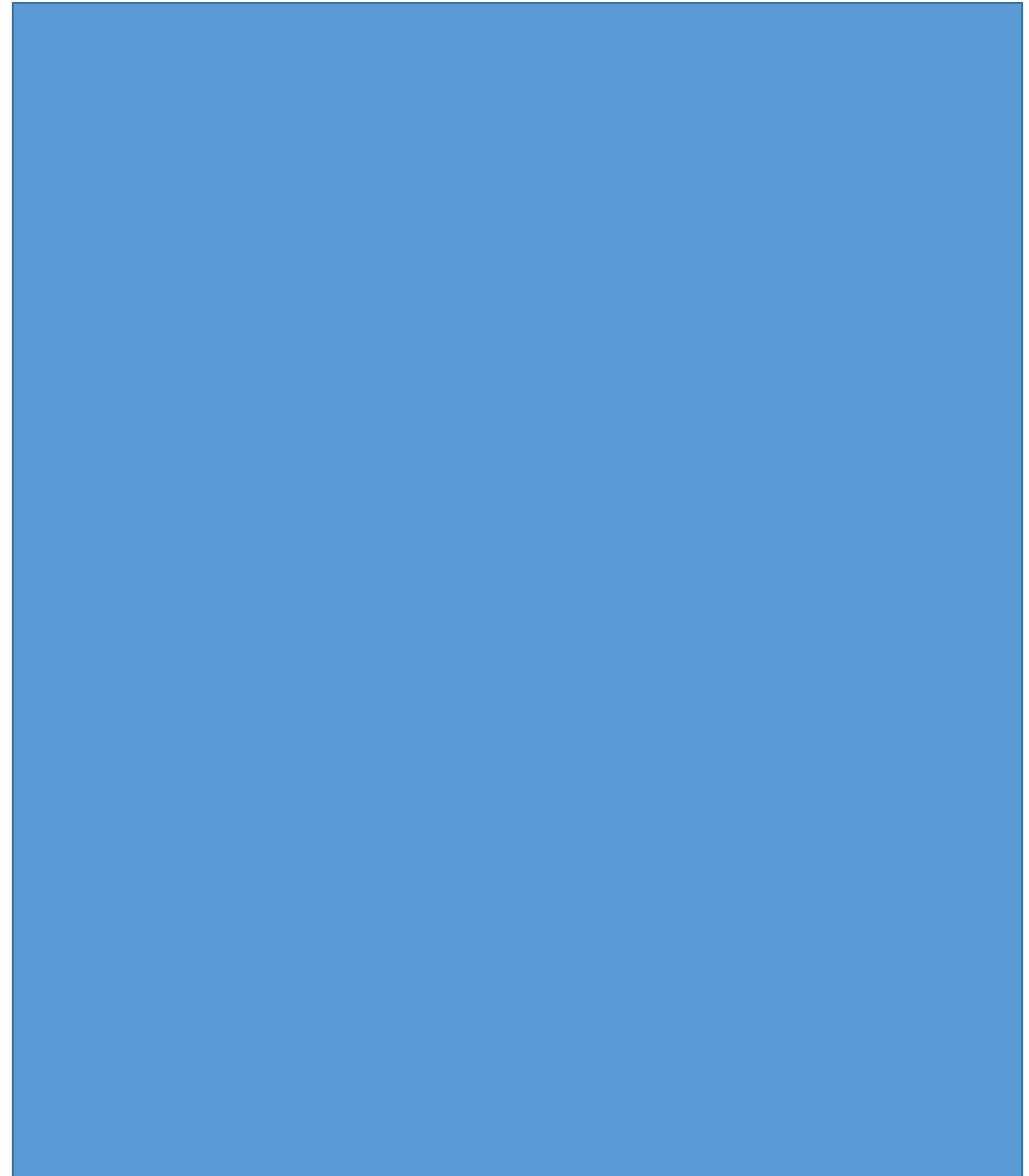
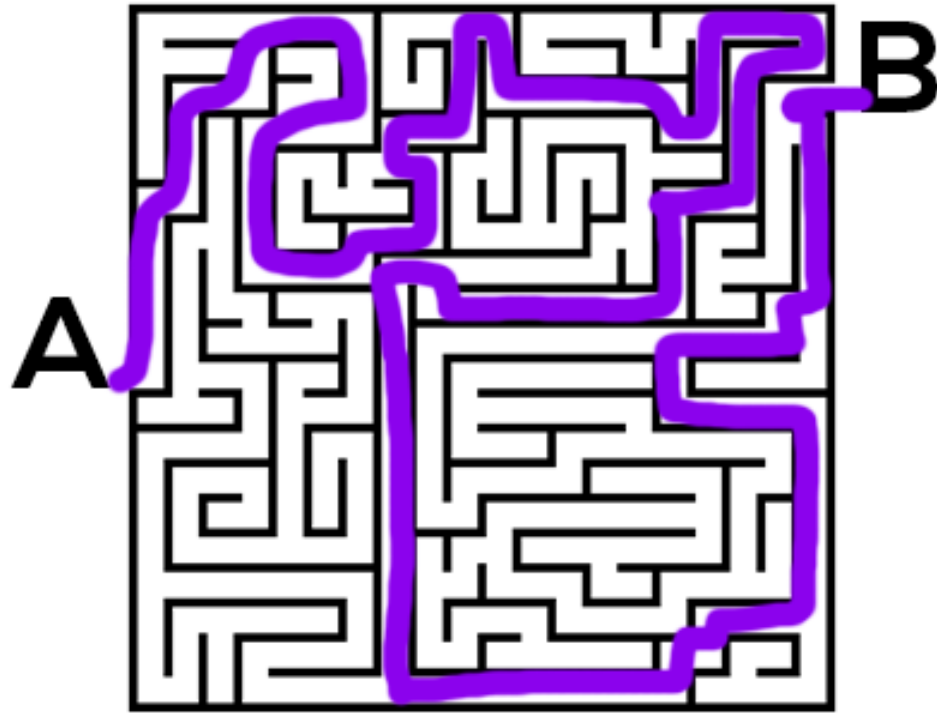
**If you're not prepared to be
wrong, you'll never come
up with anything original.**

—Sir Ken Robinson



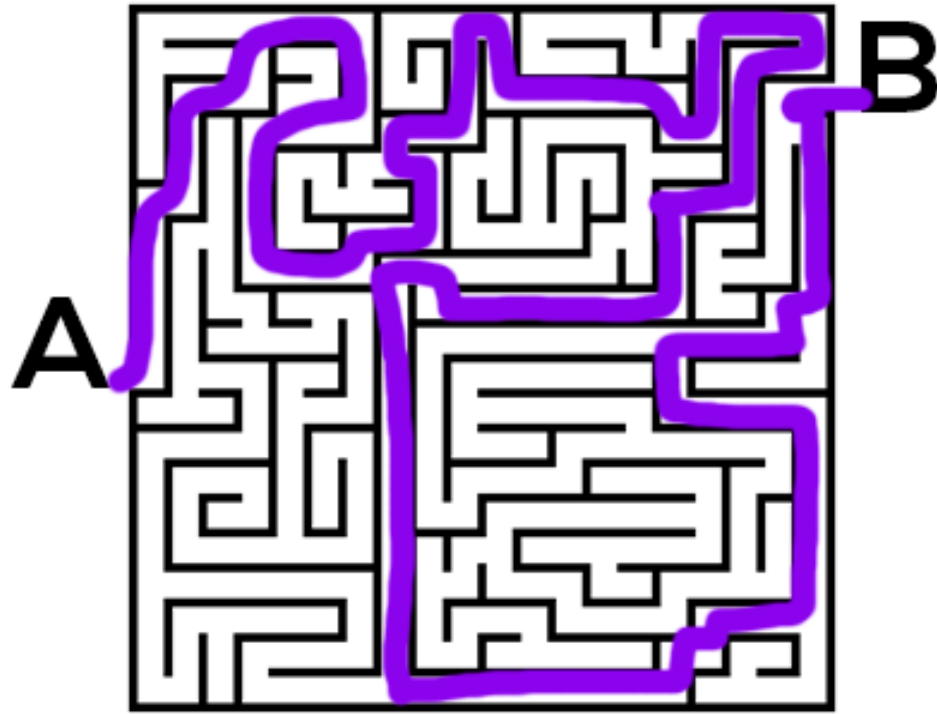
Traditional Logic

Making assumptions
of what the rules are



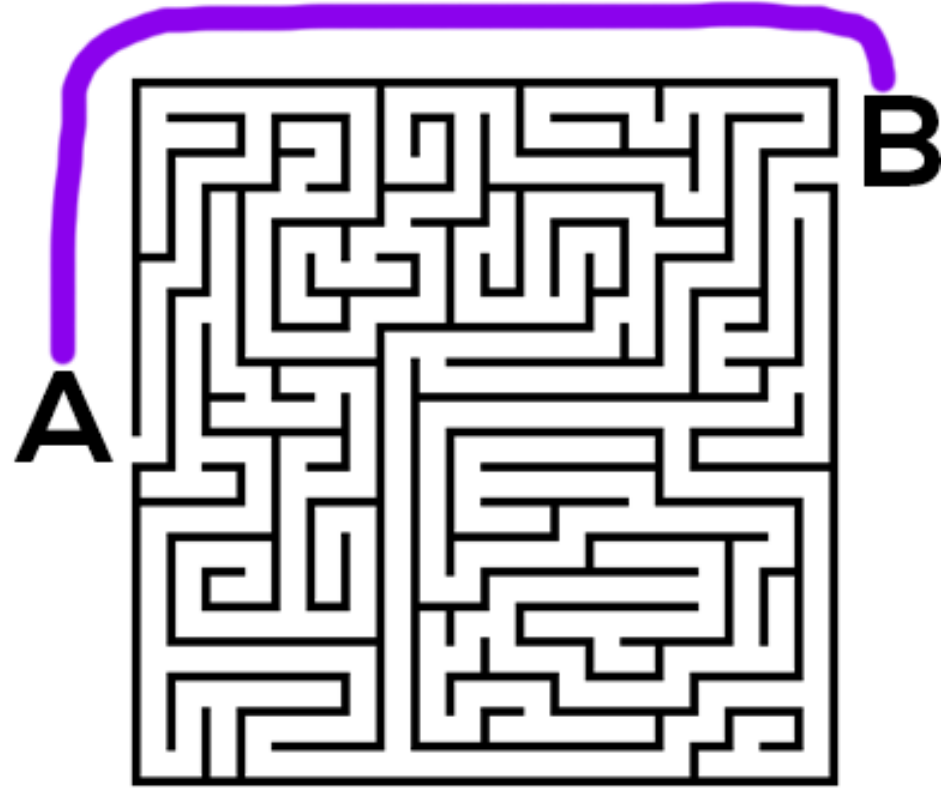
Traditional Logic

Making assumptions
of what the rules are



Lateral Thinking

Disregarding
'implied' rules



$$1 + 4 = 5$$

$$2 + 5 = 12$$

$$3 + 6 = 21$$

$$8 + 11 = ?$$

Answer № 1

Add the the sum of a previous equation to the sum of each next one, like this

$$1 + 4 = 5$$

$$5 + 2 + 5 = 12$$

$$12 + 3 + 6 = 21$$

$$\mathbf{21 + 8 + 11 = 40}$$

Thus, one of the possible right answers is 40.

Answer №2

Formula $a + b = a + a(b)$ gives another pattern:

$$1 + (4 \times 1) = 5$$

$$2 + (5 \times 2) = 12$$

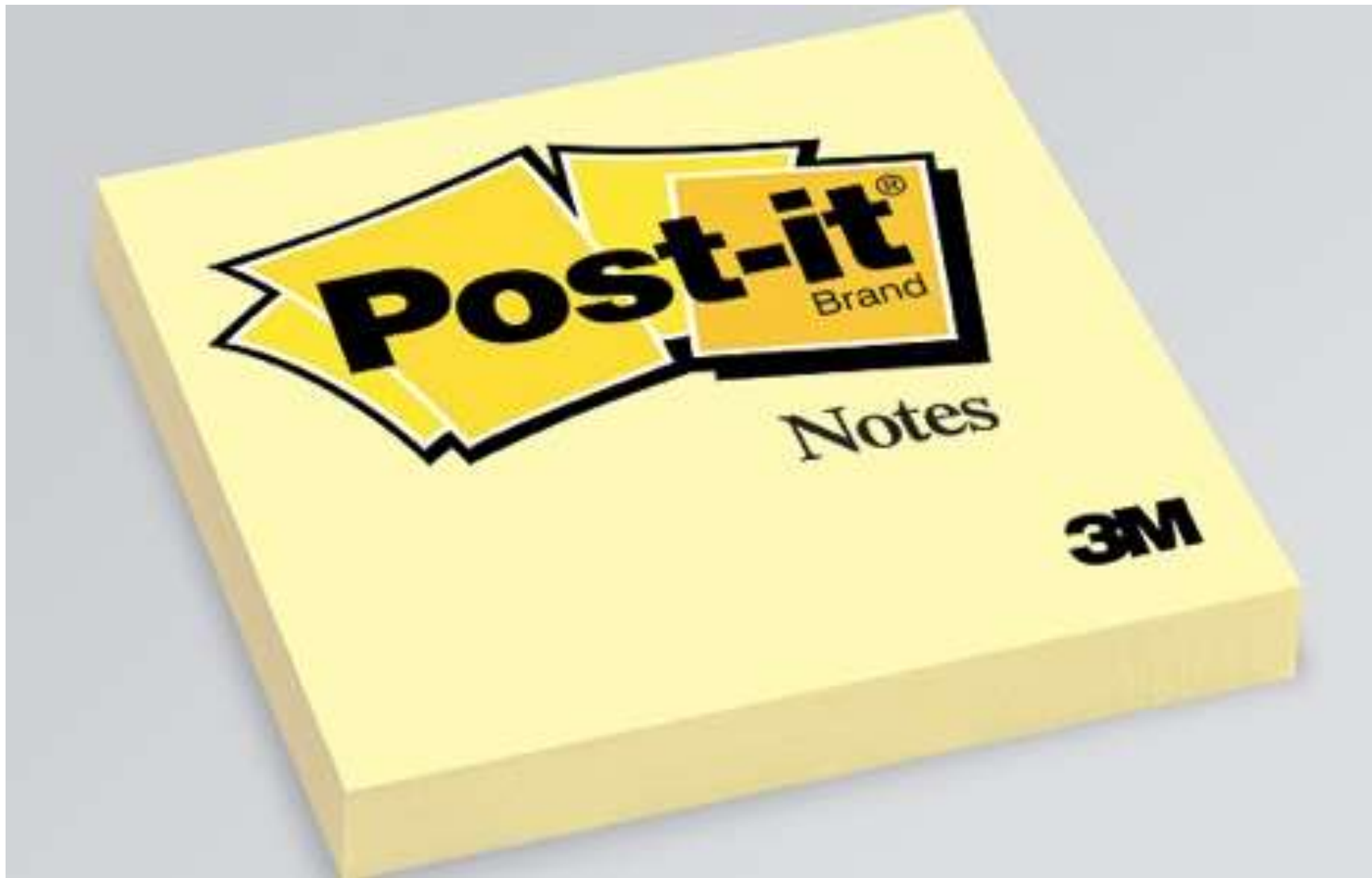
$$3 + (6 \times 3) = 21$$

$$\text{Total: } \mathbf{8 + (8 \times 11) = 96}$$

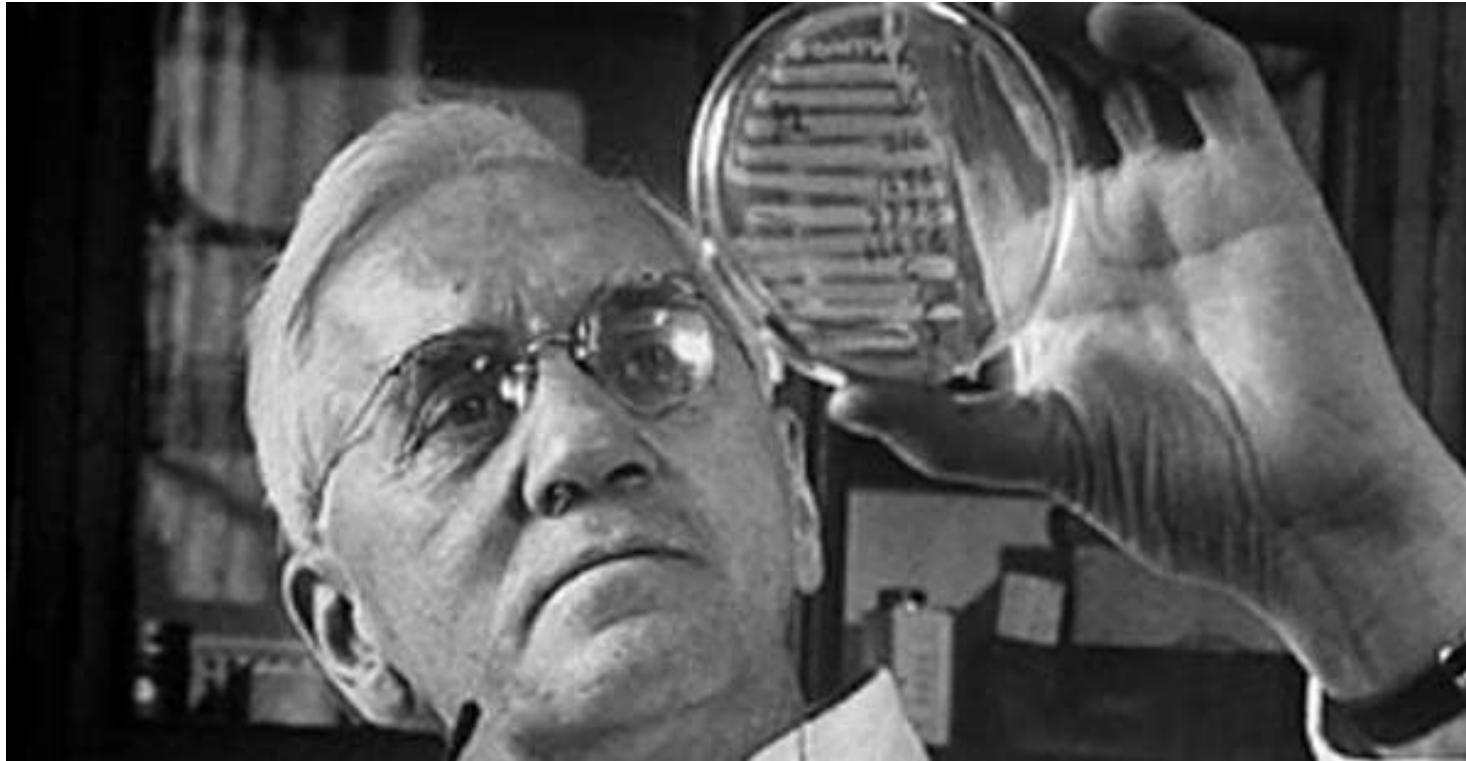
People tend to give the second answer more often. And what about you?

3M and Post-it notes

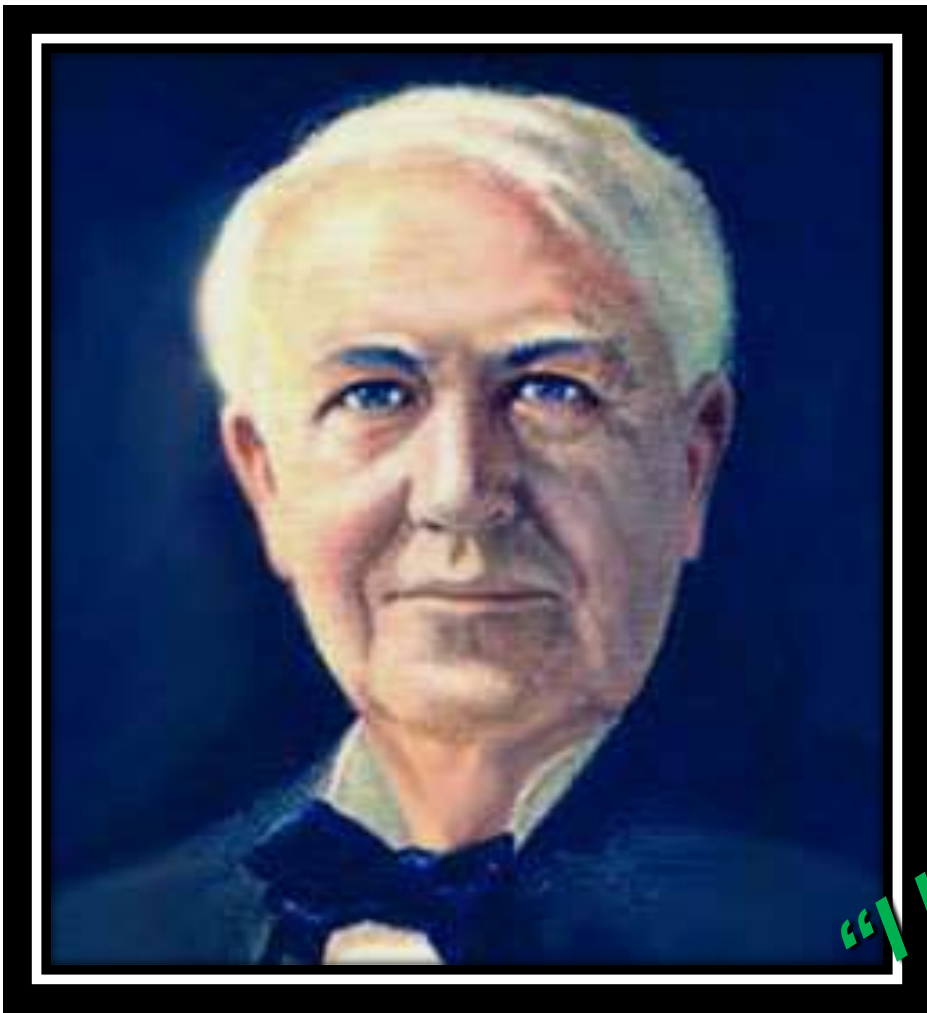




Failure = Innovation



Accident = Innovation



"I have not failed, I've just found 10,000 ways that won't work".

Perseverance = Innovation













TOP 10 MOST AWKWARD INVENTIONS

1



10. Chopstick Fan

The Chopstick Fan, because hot noodles is just asking for trouble. The chopstick fan cools down those noodles on your chopsticks like nothing else. I mean, who wants to wait for natural airflow?

2



<http://www.funpedia.net/top-ten-craziest-inventions-ever-created/>

9. Back Scratched Grid T-Shirt

An itchy back is one of the biggest problems man faces. That's why this T-Shirt makes it easy for you to direct anyone nearby to scratch in the perfect spot to rid your back of that annoying itch, because back scratching is a science!



3



5. Toilet roll hat

I doubt the toilet roll hat will ever catch on. If you seriously need that much tissue, you shouldn't be out in the first place.

Either way, the inventor clearly wasn't a big fan of those things we call 'pockets'.



Left and Right Brain Functions

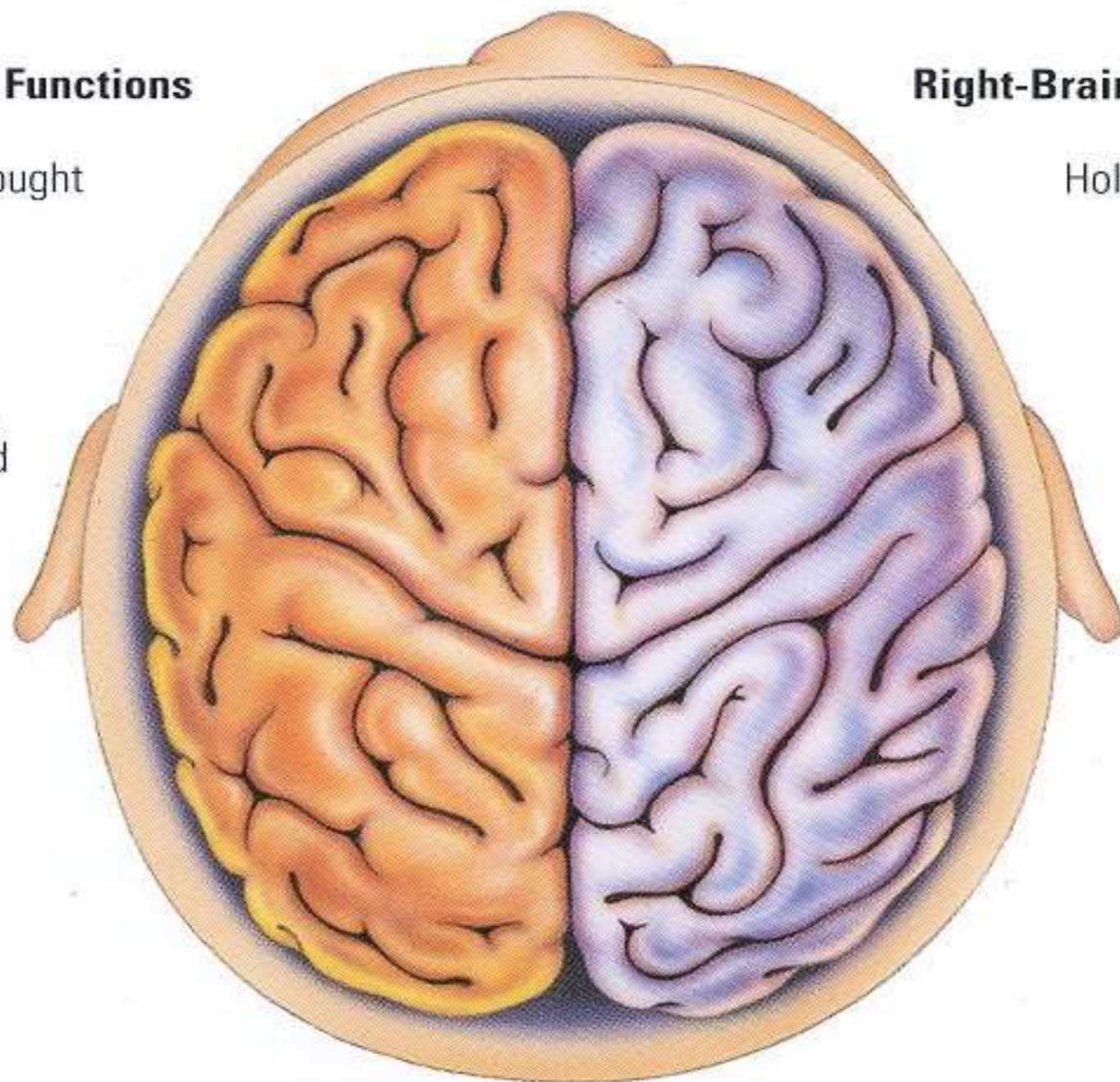
Left-Brain Functions

Analytic thought

Logic

Language

Science and
math



Right-Brain Functions

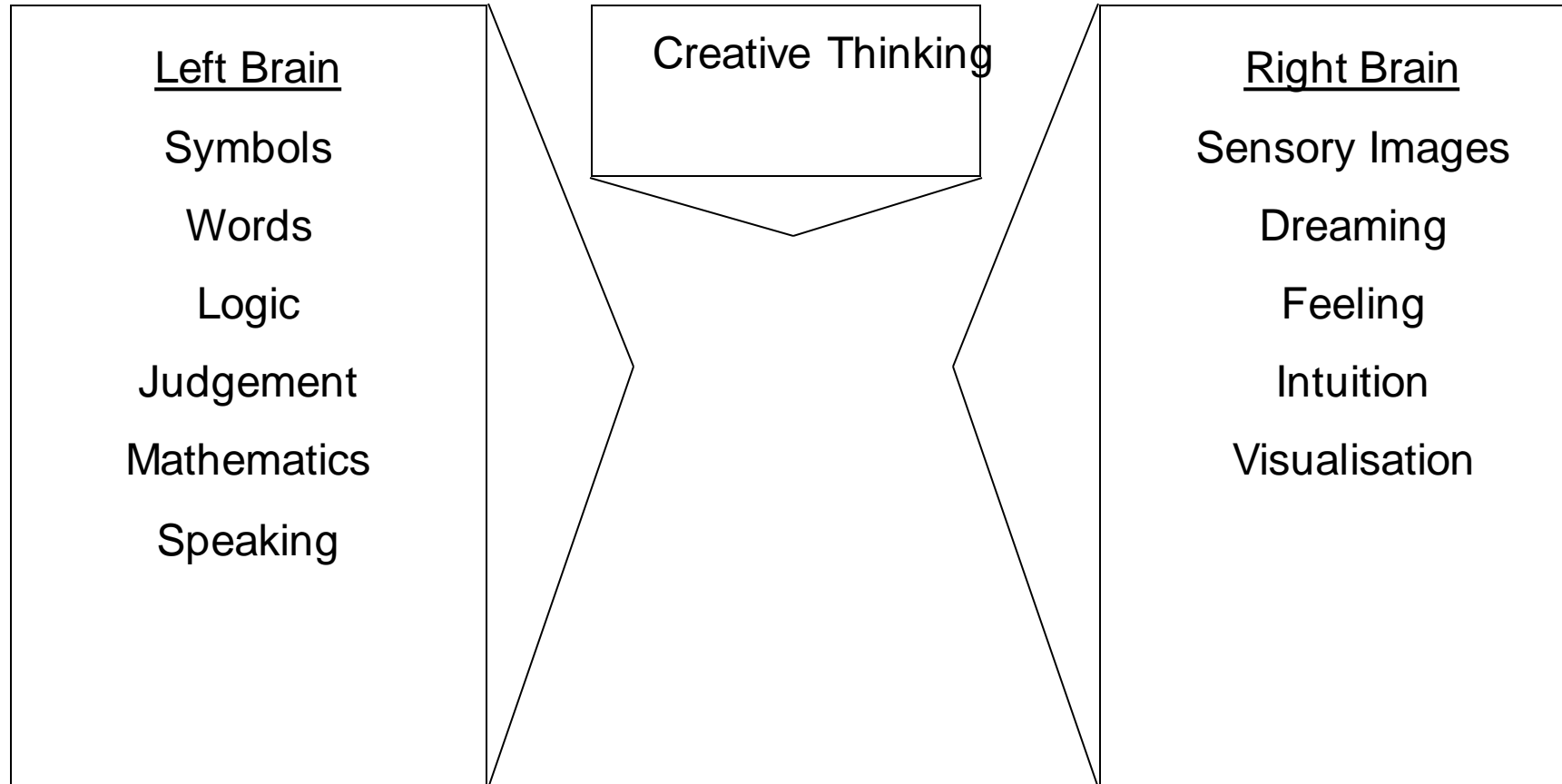
Holistic thought

Intuition

Creativity

Art and
music

Left and Right Brain in Creativity



The World is Changing



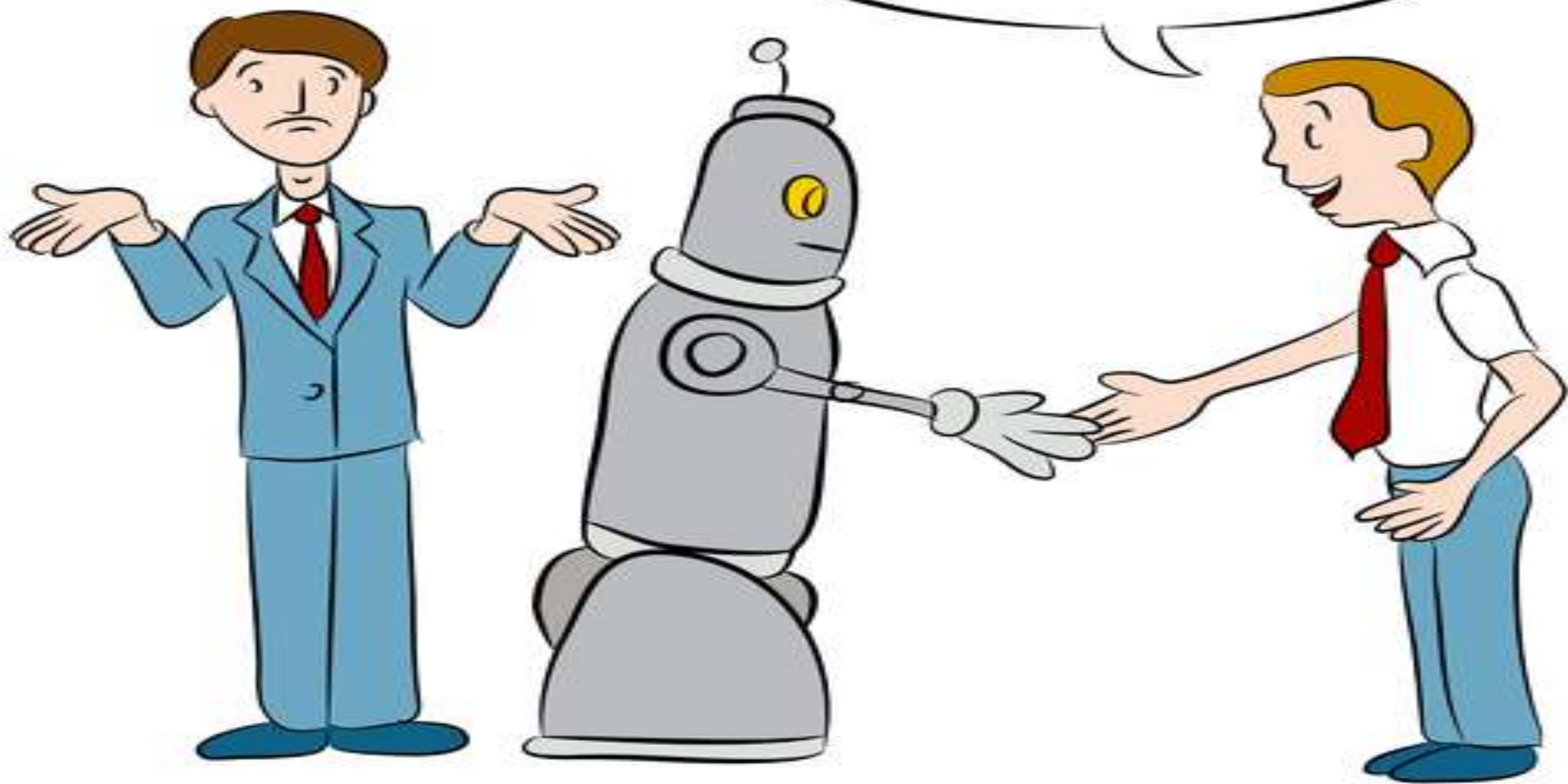
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25 กรกฎาคม 2552
Pro All - Kaosan

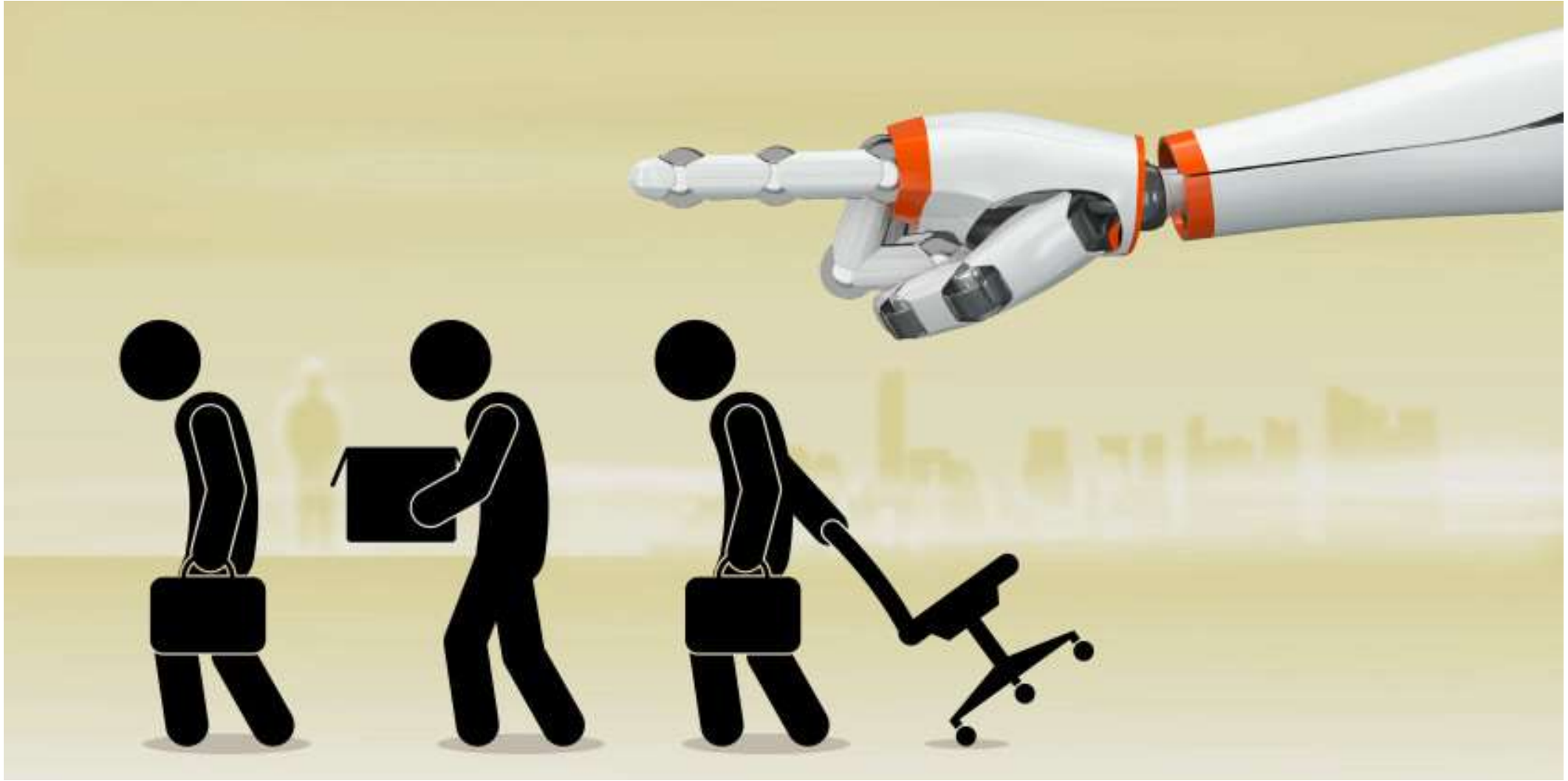


Pharmacy



You're
Hired!

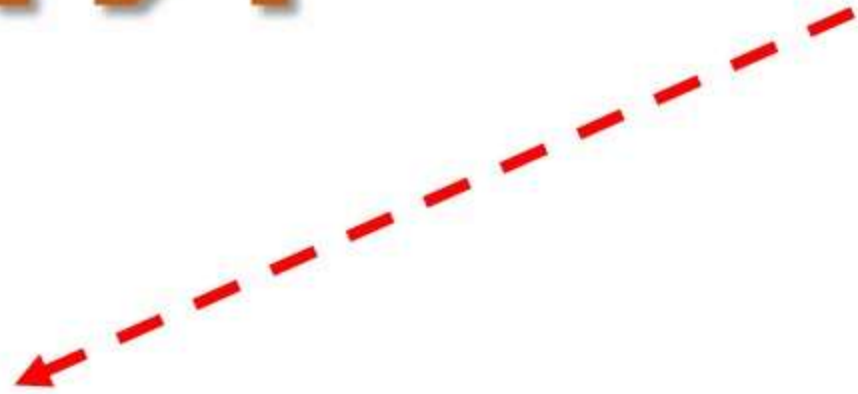




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S.T.I.



SCIENCE



TECHNOLOGY



INNOVATION



A person in silhouette is climbing a vertical rock face. The background is a dramatic sky with a sunset or sunrise, featuring warm orange and yellow light breaking through dark clouds. The rock face is textured and grey.

BELIEVING In YOURSELF

is the first step to

SUCCESS!

Everyone has within him or her new thoughts that could turn into new discoveries that are just as amazing as Albert Einstein's discoveries.

Products or services



Ear thermometer



Pulse oximetry



Bladder Scan

Perception and Mindset





"INSANITY
IS DOING THE
SAME THING OVER
AND OVER AND
EXPECTING A
DIFFERENT RESULT."

--ALBERT EINSTEIN

