PERCEPTION AND CREATIVE THINKING

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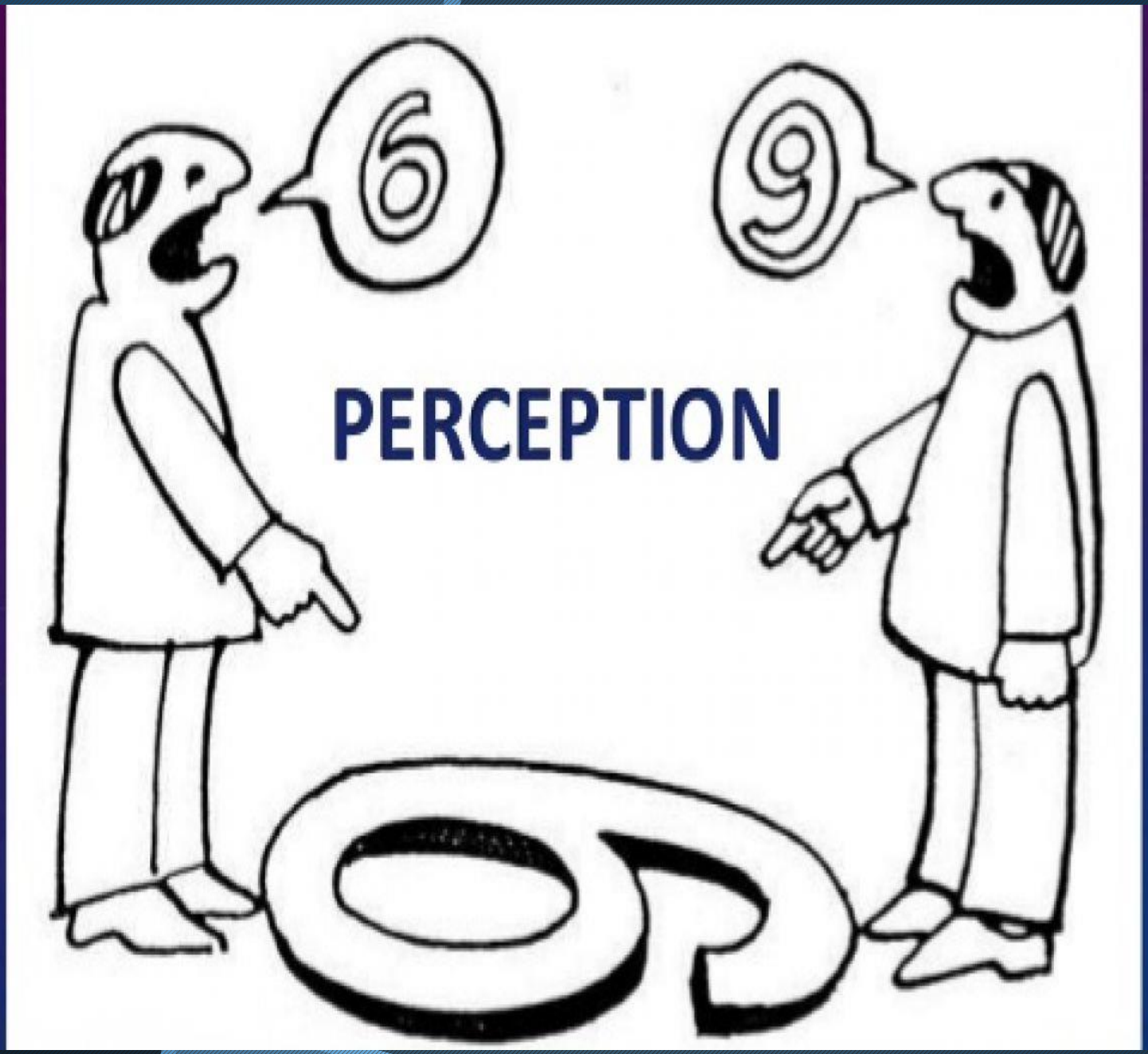
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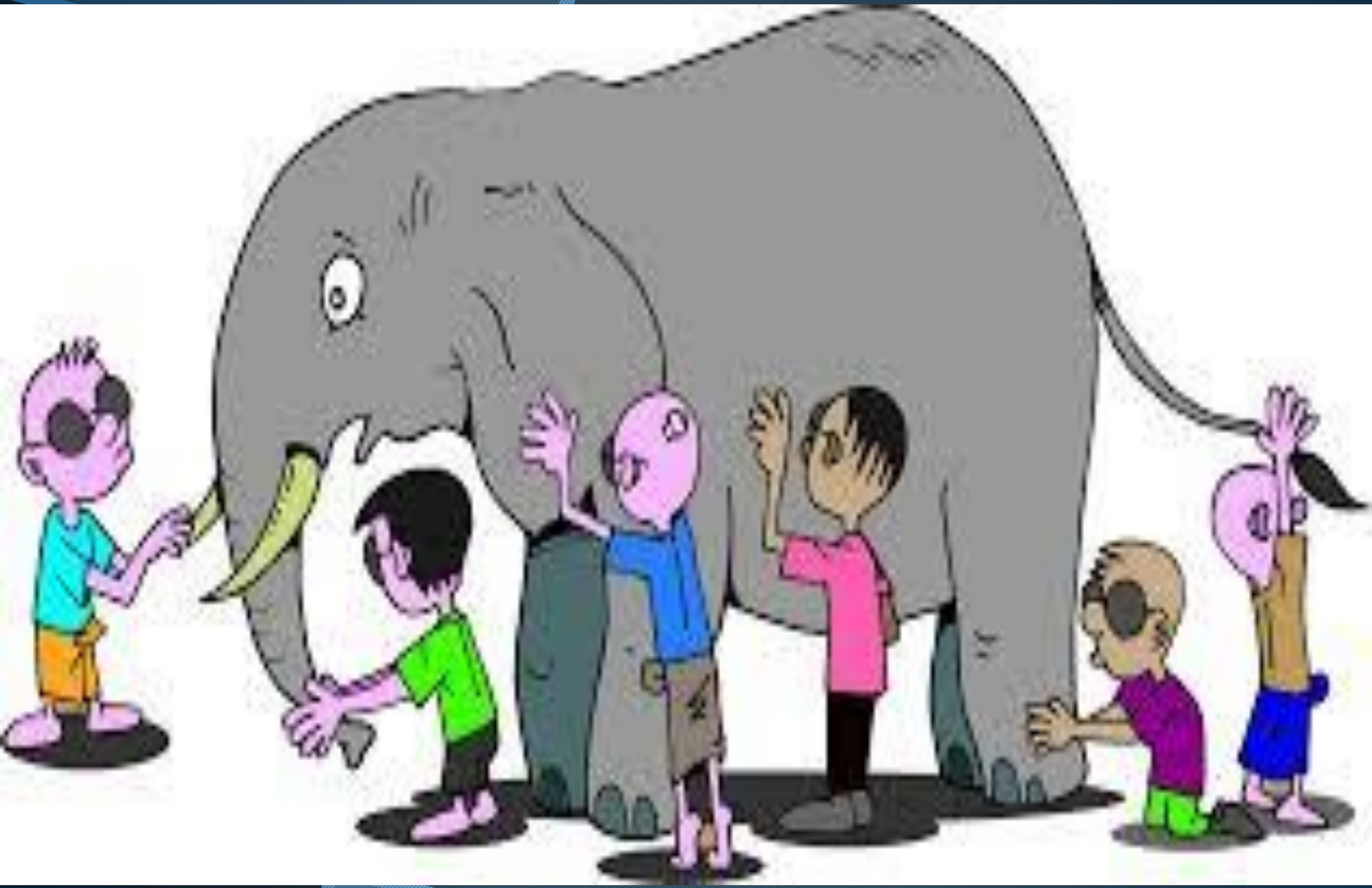
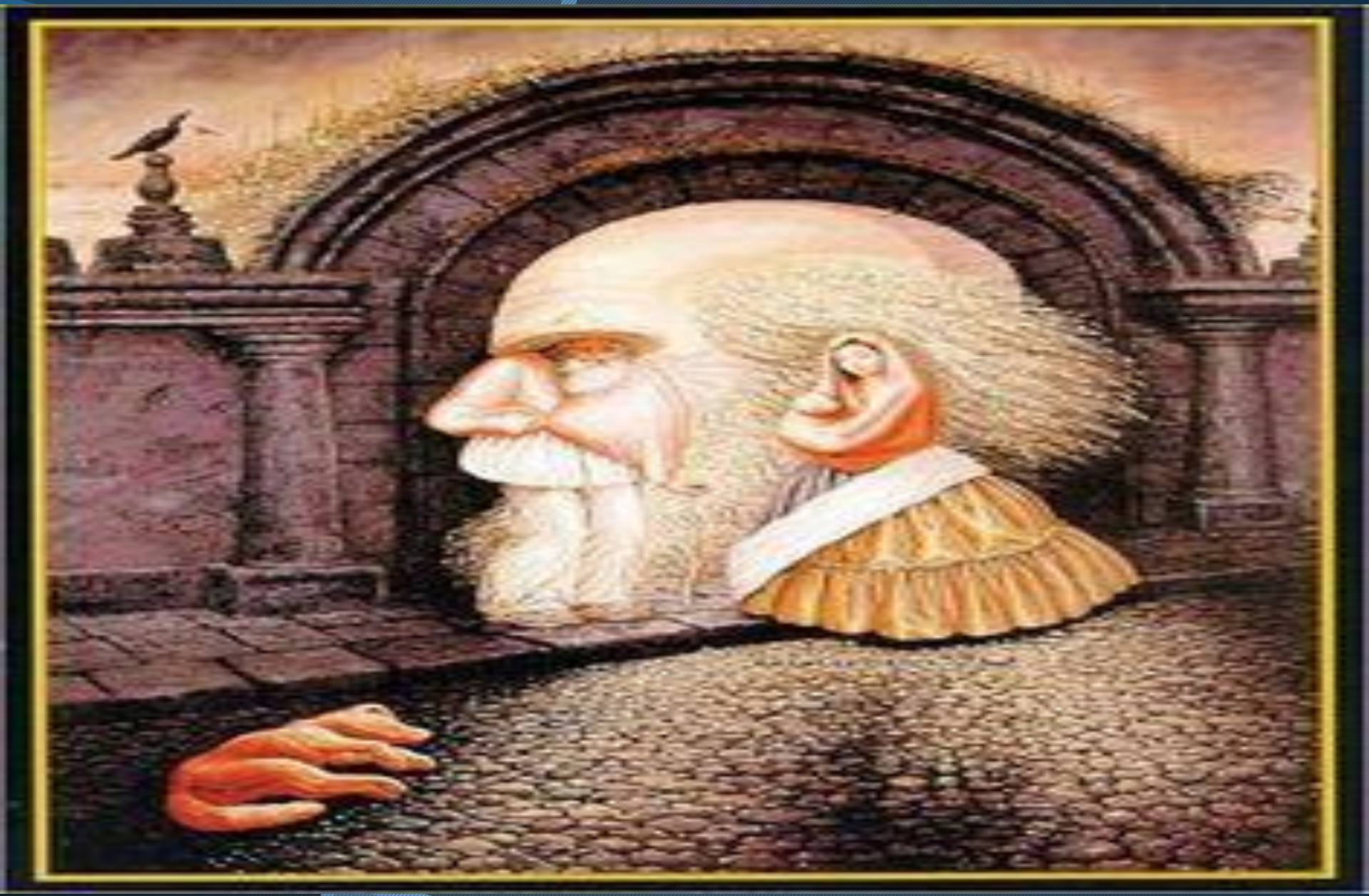
PERCEPTION

PROCESS OF PERCEPTION

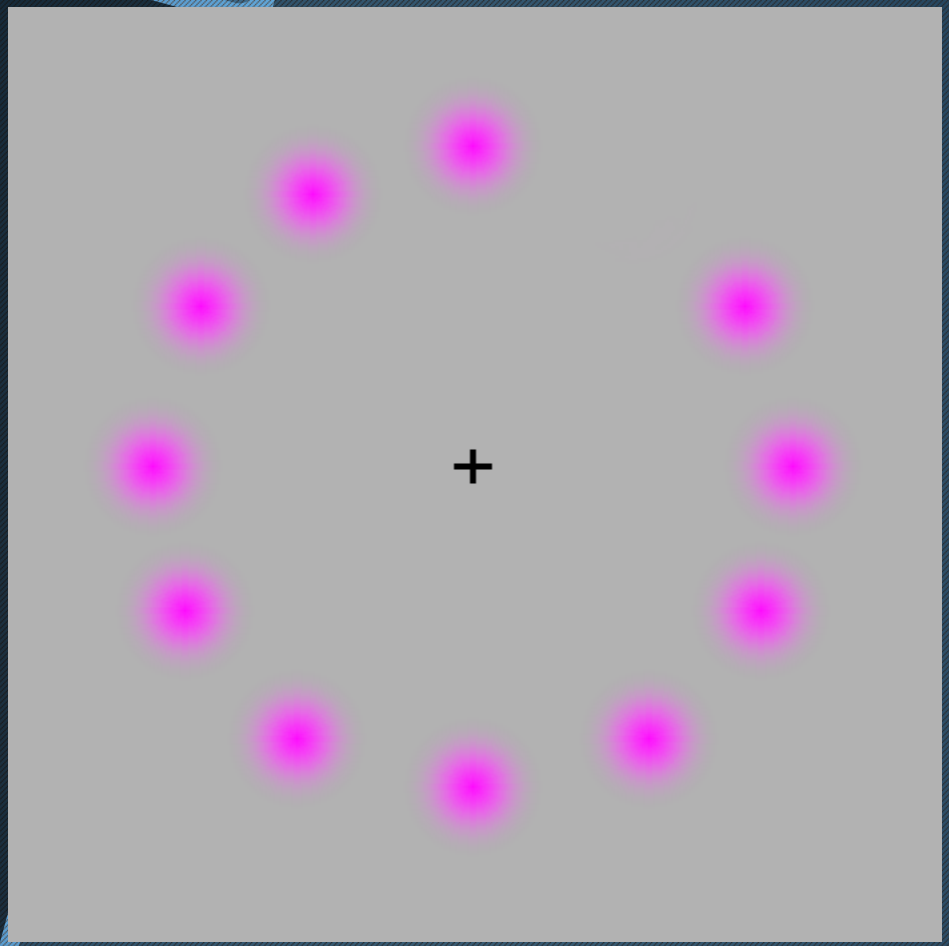
Perception is a Process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment.

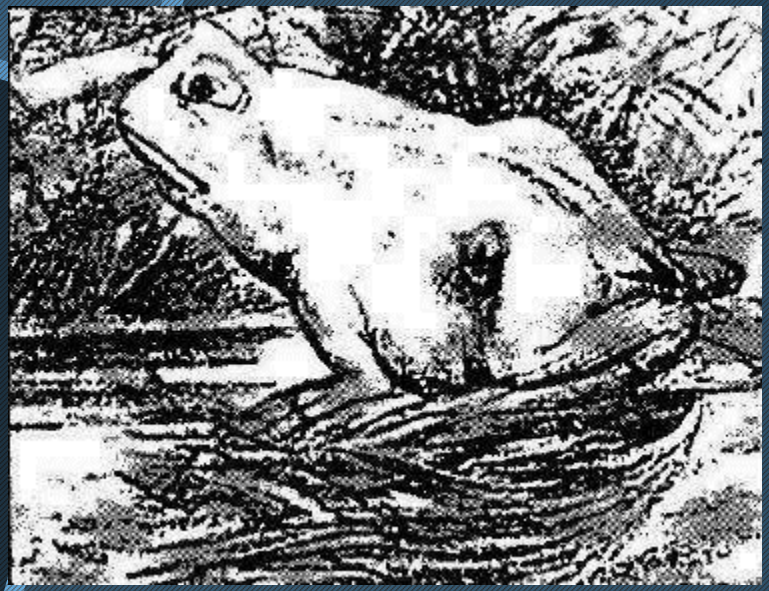
HOW OUR MIND PERCEIVES THINGS?





We don’t always see what we think we see





What is that you see here?

If somebody said, “Frog”, he is right.

If somebody said, “Horse”, he is also right.

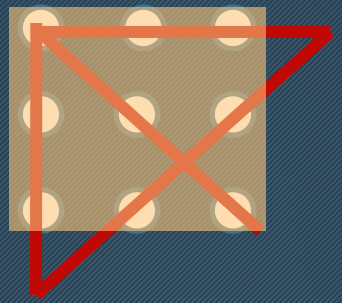
WHAT DO YOU SEE ?

NOW WHAT DO YOU SEE ?

THINKING OUT SIDE THE BOX

9 DOTS PUZZLE

The goal of the puzzle is to link all 9 dots using four straight lines or less, without lifting the pen.



Solution

When most of us look at the field of nine dots, we imagine a boundary around the edge of the dot array. In doing so, we limit ourselves to trying solutions to the puzzle that only link the dots *inside* the imaginary border. The result is futility. We can only solve the puzzle if we realize that there is no border, we must remove that limiting assumption from our minds, and then we can draw lines past the edge of the field to connect the dots.

SHIFTING THE FOCUS

At Wimbledon there are 111 entrants for the singles tournament which is, of course, played on an elimination basis. What is the minimum number of matches that would have to be played?

If we shift attention from producing the winner to producing the losers we find that we must produce 110 losers. Since every match must produce just one loser the minimum number of matches must be 110.

Unconventional Thinking

This equation is incorrect. Your challenge is to make it correct but without touching it with pen or pencil. Other than that, you can do anything you want with it.

There is a definite pattern to this arrangement of designs. What is it? What is the next figure in the pattern?

THINK DIFFERENTLY.

Case - I

One of the most memorable case studies on Japanese management was the case of the empty soap box, which happened in one of Japan's cosmetics companies. The company received a complaint that a consumer had bought a soap box that was empty.

Immediately the authorities isolated the problem to the assembly line, which transported all the packaged boxes of soap to the delivery department. For some reason, one soap box went through the assembly line empty. Management asked its engineers to solve the problem.

Post-haste, the engineers worked hard to devise an X-ray machine with high resolution monitors manned by two people to watch all the soap boxes that passed through the line to make sure they were not empty.

But when the employee in another company was posed with the same problem, he came out with another solution. He bought an industrial electric fan and pointed it at the assembly line. He switched the fan on, and as each soap box passed the fan, it simply blew the empty boxes out of the line.

Case - II

When Americans sent astronauts to space, they realised that the normal ball point pens could not be used in space. This was because due to lack of gravitational force and low pressure, the ink would leak from the refill. Americans took this as a challenge and decided to fix this problem. They formed a strong team of 10 scientists to work on

the solution...This team worked for 1 year on this project with an overall expense of $6 Bn. What they came out with was a unique state of the art "Pen" which could even work at very low pressures and even at zero gravity.

Even Russians faced the same problem when they sent their astronauts in space.....They used Pencils.

Most of the times complicated problems have very simple solutions....It just requires you to think differently

What do you use to cut your hair, to light your cigarette and to write your letters?

A Scissors; A Cigarette lighter or Match Stick; A Pen

Mary's mother has four daughters.
Her first daughter's name is April.
Her second daughter's name is May.
Her third daughter's name is June.
Can you guess the name of her fourth daughter?

Mary.

I wanted to go to Bangalore and when I went to the railway station I saw one of my class mates waiting for the train on the platform. We met after many years and it appears that my friend is married. Both husband and wife are waiting on the platform along with their cute little daughter. We were happy to meet after so long a time and before my class mate introduced me to the spouse, I asked the cute little girl “Hi baby, what is your name?”. She replied smilingly, “My name is same as my mother’s name.” Immediately I said, “So your name is Julie, Right?”. I never received the wedding card of my class mate and I do not know the name of my friend’s spouse. But I was right in finding the name of the girl. How could it be?

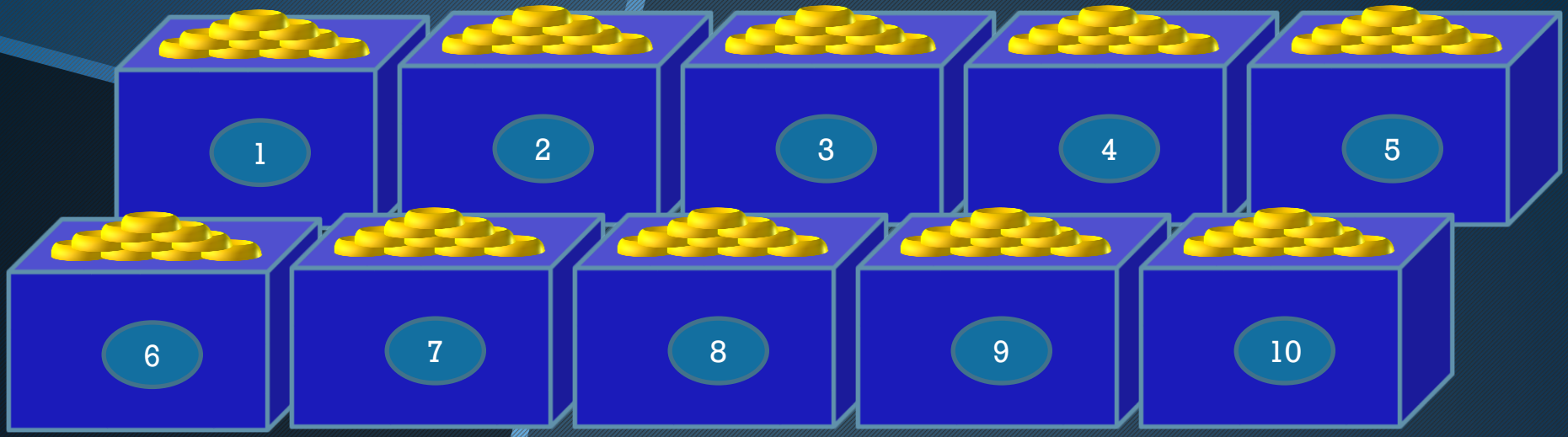
Julie is my class mate.

LOGICAL THINKING THROUGH FUN

FINDING THE CULPRIT

A King of a State is known as an extremely intelligent person. On the occasion of his Queen's birth day, the King wants to distribute 100 gold coins each weighing 10 grams and in order to get them ready with out delay the work of preparing the coins is given to 10 goldsmiths. Each one is given enough gold to prepare 10 coins as required. The day before the celebration, the King comes to know through his intelligence agencies, that the goldsmiths have secretly come to an agreement that one of them will make coins that weigh 9 grams only (each coin one gram lesser than what it should be) and they shall distribute the gold saved among them. When they come to the court with gold coins on the day of distribution, the King proclaims that he will punish them for their treachery. But they throw a challenge to the King that if he can find out who is the culprit using the weighing machine only once, they will accept the punishment. The King is known for his intelligence and if he does not accept the challenge, it will ruin his fame. He has an extremely accurate digital weighing machine and he finds out who is the culprit by weighing certain number of coins only once and punishes them all.

How could he do it?



He takes 1 coin from goldsmith 1;2 coins from goldsmith 2; 3 coins from goldsmith 3 and so on such that totally he takes 55 coins (1+2+3+4+5+6+7+8+9+10).The total weight if all are perfect should be 550 grams. The number of grams by which the weight is lesser than 550 is the number that indicates the culprit.

QUICK TEST

1. If Mr. John's peacock lays an egg in the garden of Mr. Taylor, who is the rightful owner of the egg? Mr. John or Mr. Taylor?
2. If you are in a running race and overtake the person in the second place, what is your position?
3. How many times you can subtract 3 from 24?
4. A plane full of English tourists is flying from Holland to Spain. The plane crashes in France. Where shall the survivors be buried?
5. A man had 17 sheep. All but 9 died. How many sheep the man is left with?
6. If you are driving a bus from Washington D.C. to Boston where at the starting point there are 40 passengers in the bus and in the 6 subsequent stops between the two points 3 passengers board the bus and 4 passengers get down from the bus at each stop. If the bus arrives at Boston 10 hours later, what is the name of
7. Take two apples from 5 apples. How many apples you have?
8. If a red house is made of redwood and a white house is made of whitewood, what is a green house is made of?
9. Write this down as a number: 15 thousand, 15 hundred and 15.

THANK YOU