



Creative Management and Education in Japan

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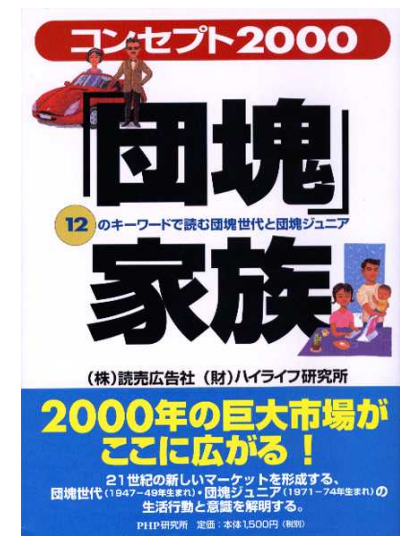
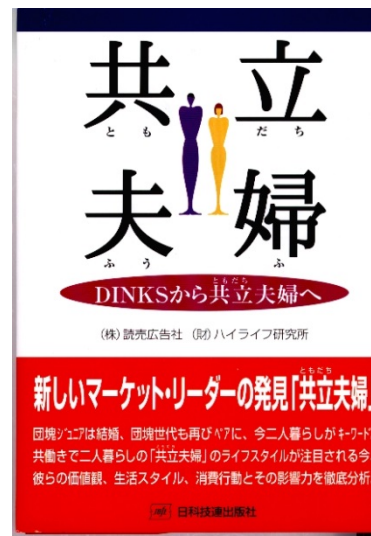
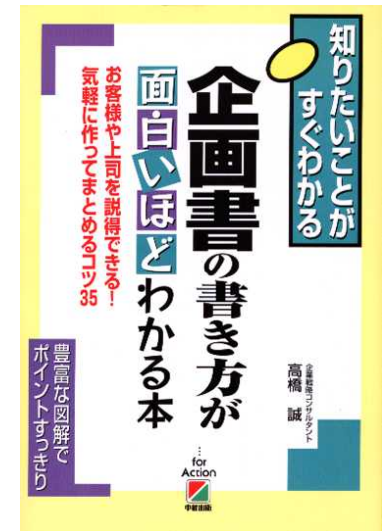
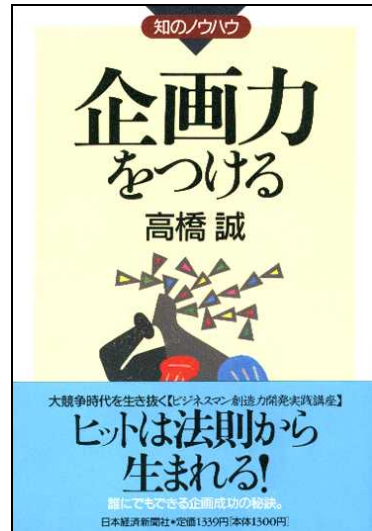
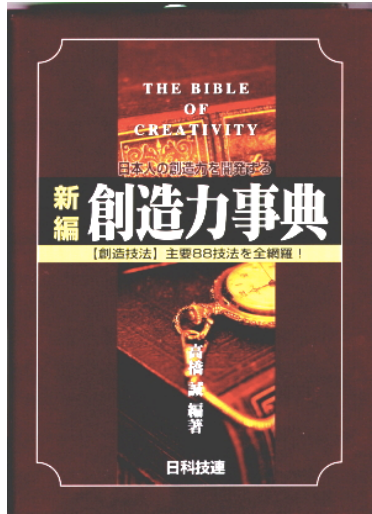
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Makoto Takahashi, Ph.D. (Education)

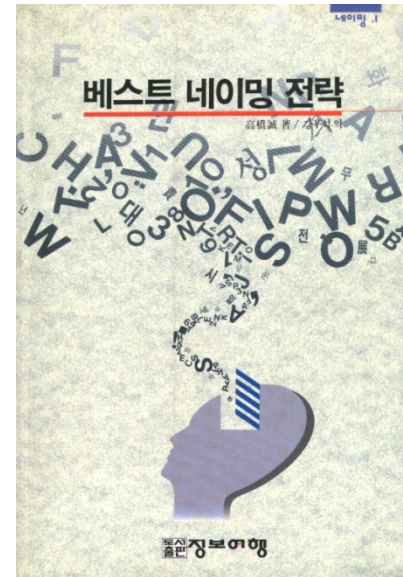
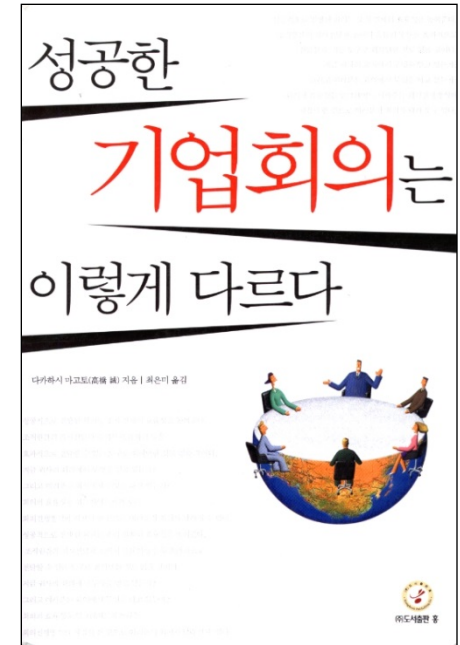
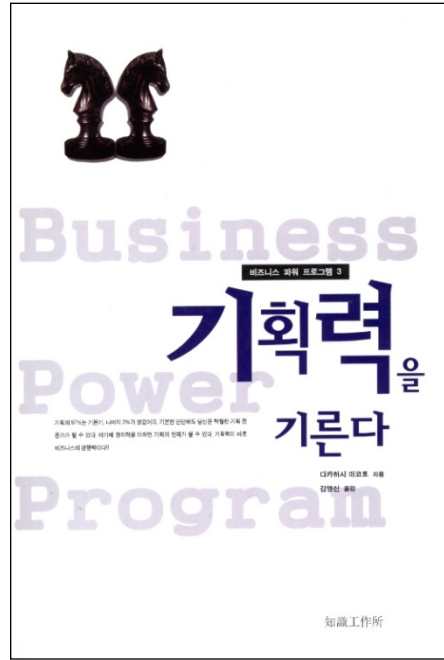
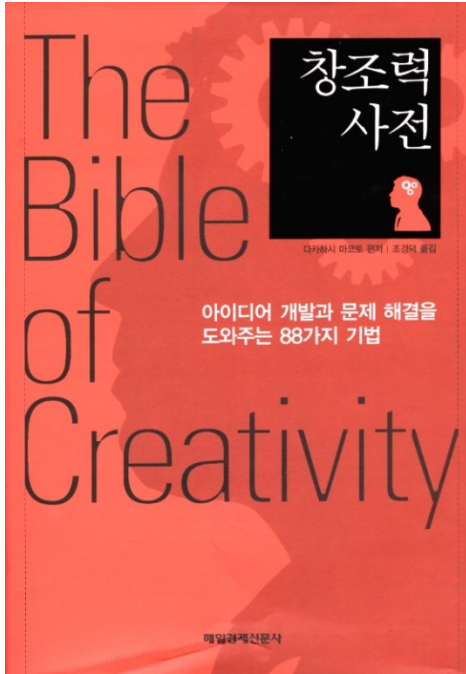
- Chairman, SOKEN Research Institute
- Professor, Japan Professional Graduate School of Education
- President, (NPO) Japan Association of Career Education for Youth
- President, (NPO) Eco Literacy Association for Children
- Ex- Chairman / Ex-President, Japan Creativity Society



Publications (Japan) 70books



Publications (Korea) 8books



< Creative Education >

1. NISSAN
2. NEC
3. Fuji Xerox
4. Panasonic
5. Dentsu
6. Nippon TV

Creation-Oriented Country

My hope is that Japan will become
a Creation-oriented Country.

So, **Nikkei Business Daily** and **Japan Creativity
Society** have promoted

Creation Projects

(**Creation Committee**, panels on **Creative firms/
persons**, etc).

WKF: <WORLD KNOWLEDGE FORUM>

- Start at 2000 year by Maeil Business Newspaper-



**Keynote
Speaker
: Bull Gates
Jack Welch
etc**

**I speeched
At 2001 year
2005year**



Former Chairman of China Creativity Association 〈China minister of Science & Technology〉



Creative Company

〈Creativity : Top Ability for a Leader〉

Creativity

Honesty

Global thinking

Influence

Generosity

Earnest

Interest for Sustainability

Humility

Justice

創造性

誠実さ

グローバルな思考

影響力

寛大さ

熱心さ

持続可能性に関する関心

謙虚さ

公正さ

60%

52%

35%

30%

28%

26%

26%

12%

12%

(IBM 2010 Global Research :60 Countries,1541 CEOs)

< 6 Guidelines “CREATE” >

Change Agent ······ **C**hange Manager

Reason ······ **P**hilosophy

Environment ······ **C**limate

Aim ······ **O**bjective

Team Work ······ **O**rganizational Activity

Education ······ **T**raining

“The Declaration of the Principle of Creation”

3 Articles

1. Principle of Creation
2. Principle of Co-operation
3. Principle of Creative Development

1. Principle of Creation

Structuring

a creative organization with

the philosophy of creation

2.Principle of Co-operation

A whole organization co-operates
with other companies
to implement creation.

3. Principle of Creative Development

- Special zone
for creative employees
- Creativity training
for all employees

〈3 Approaches to Creation Management〉

1. Organizational Approach

2. Small Group Approach

3. Individual-Employee Approach

Creativity Education

<History of Creativity Development>

[U.S.A.]

- 1936 GE started CEP (Creative Engineering Program)
- 1941 Alex.F.Osborn developed Brainstorming.
- 1944 W.J.Gordon developed Synectics.
- 1948 MIT started CEC (Creative Engineering Course).
- 1955 “Uta Creativity Meeting ” was held
- 1955 CEF (Creative Education Foundation) started
CPSI (Creative Problem Solving Institute)
- 1989 ACA (American Creativity Association) start
- 2005 50year’ s Anniversary of CPSI

<History of Creativity Development>

[Japan]

- 1944 Kikuya Ichikawa developed “Ichikawa Method”
- 1955 Sanno University started CTC(Creative Thinking Course)
- 1958 Alex.F.Osborn’s “Applied Imagination” (Diamond Publishing) was translated to Japanese
- 1965 Jiro Kawakita developed KJ method
- 1969 Japan Creativity Academic Society was established
- 1990 Proposal of “Importance of Creative Education”
(Ministry of Education)
- 1996 Proposal of “Importance of Creative Person”
(Japan Business Foundation)
- 2008 Creative Education Project Start (Tokyo Metropolitan Government)

<History of Creativity Development>

{Europe / Asia}

1960 Creativity Research start in Europe

1984 China Creativity Society start (Shanghai)

1985 Korea Creativity Research Society start (Pusan)

1987 Conference of Creativity & Innovation was held (England)

1987 International Creativity Meeting (No.1) was held (Shanghai)

1994 China Creativity Association start (Shanghai)

1996 Korea Creativity Development Society start (Seoul)

2006 International Creativity & Innovation Conference(Peking)

< Definition of CREATION >

[Definition]

[Field]

For Problem Solving Building up the problem
clarification Problem

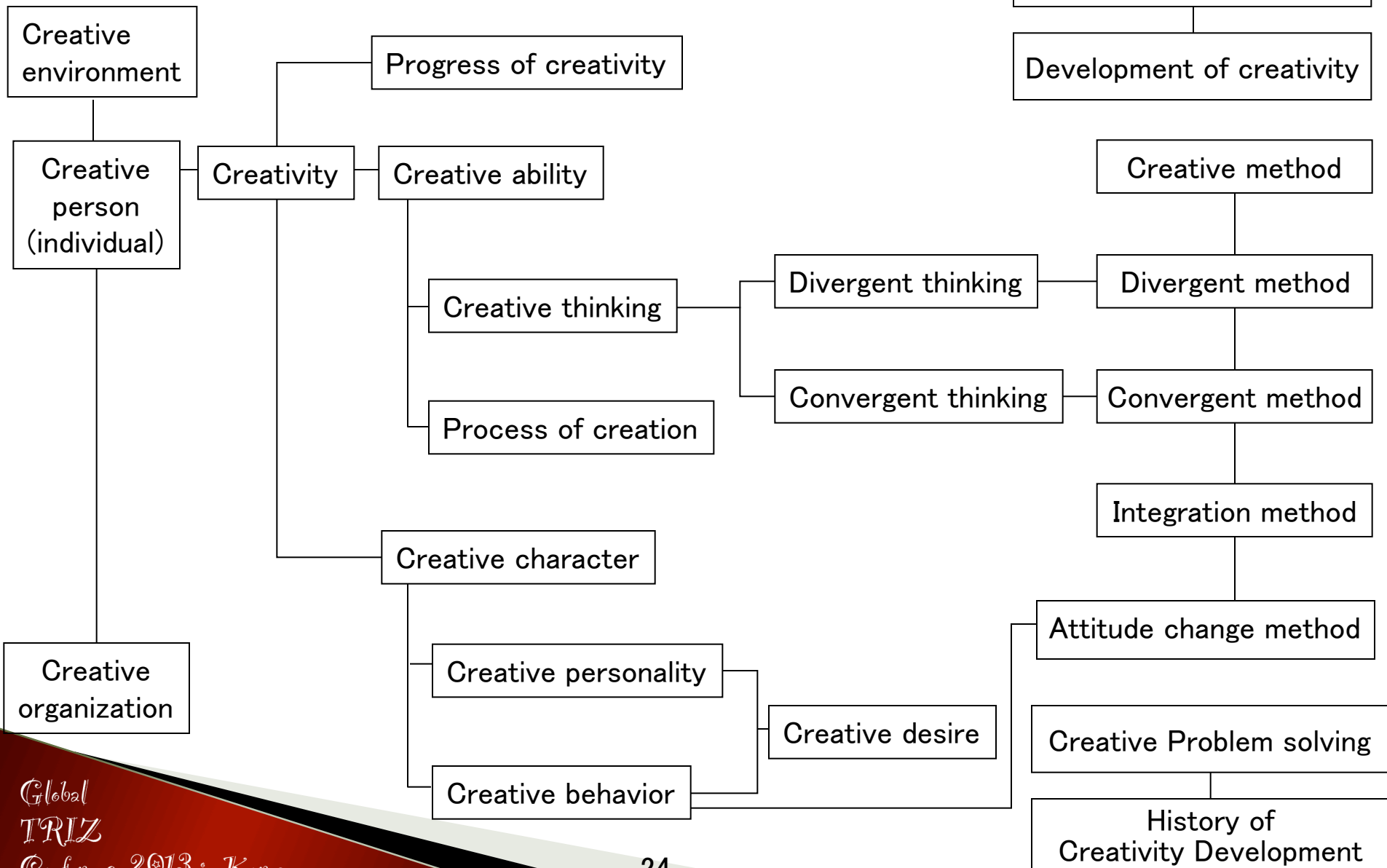
Combine and Integrate Solving procedure
Creative method

Different types of Information Information & Intelligence
Information arrangement

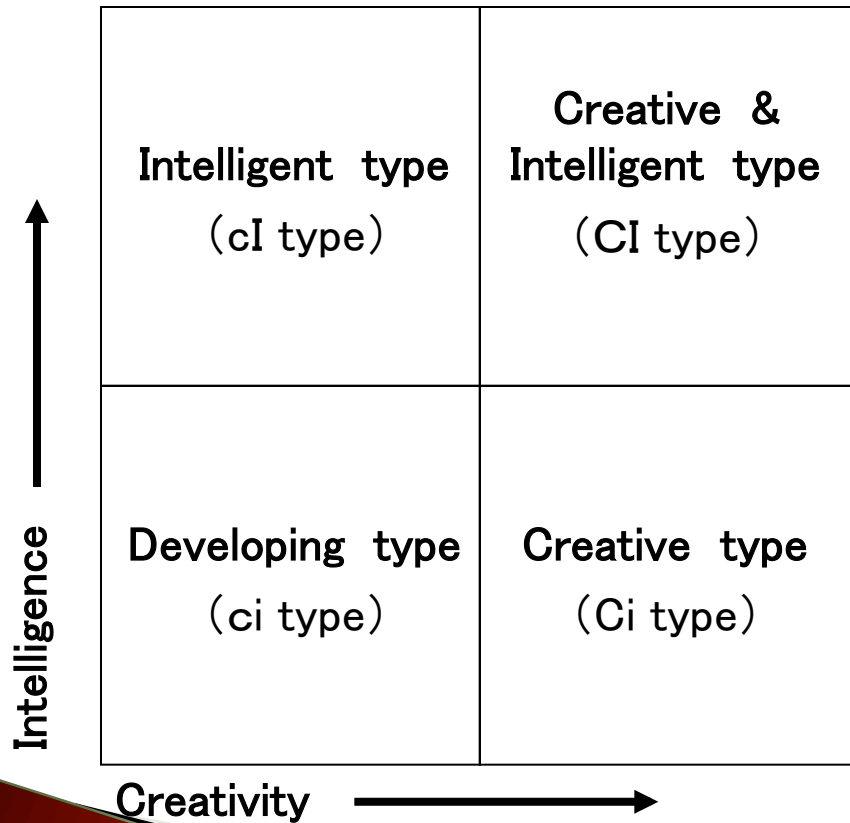
and create a New Value Evaluation
Theory of Value

at the Public or Personal level Creative education
Theory of genius

< Fields of Creativity >



< Creativity and Intelligence >



[Characteristic features of Creativity and Intelligence]

1. The older a child becomes, the lower the degree of correlation between creativity and intelligence.
2. The degree of correlation between academic ability and creativity is high in their childhood.
3. Growth of child's creativity is not constant.
4. Creative and Intelligent type (CI type) shows good achievement and desirable.
5. Though intelligence starts decline when nearing 45, but creativity keeps growing.

<Five stages of Problem solving>

-Takahashi model-

1. **Problem Defining**
2. **Problem Grasping**
3. **Goal Deciding**
4. **Solution Finding**
5. **Solution Evaluating**

<Structure of Intellect>

-J.P.Guilford model-

1. Cognition

2. Memory

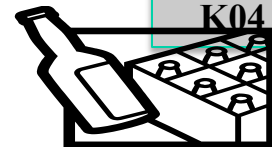
3. Divergent thinking

4. Convergent thinking

5. Evaluation

Information
Collection

Information
Processing












Verbal Creativity Test-Fluency (Beer Bottle)

Q) 맥주병을 본래의 목적 이외에 어떻게 활용할 수 있을까?

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	

Visual Creativity Test-Fluency

주어진 선 [| |] 을 이용하여 순서에 입각하여 가능한 여러 가지 그림을 그리세요. (3분간)

1. 	2. 	3. 	4. 
5. 	6. 	7. 	8. 
9. 	10. 	11. 	12. 
13. 	14. 	15. 	16. 
17. 	18. 	19. 	20. 
21. 	22. 	23. 	24. 

< Classification of Creativity Techniques >

1. Divergent Thinking Techniques

Free association Techniques (Brainstorming (BS) ▪ Card BS ▪ Card Brain Writing etc.)

Forcing association Techniques (Check List Method ▪ Morphological Analysis Method ▪ Matrix Method etc.)

Analogy thinking Techniques (Gordon Method ▪ Synectics ▪ NM Method etc.)

2. Convergent Thinking Techniques

Grouping Techniques (KJ Method ▪ Block Method ▪ Cross Method etc.)

Flow Style Techniques (PERT Method ▪ Story Method ▪ Flow Chart etc.)

Evaluation Techniques (Idea Evaluation Method etc.)

3. Combined Techniques

High Bridge Method ▪ Work Design etc.

4. Attitudinal Techniques

Meditation Techniques (Meditation ▪ Autogenic Training etc.)

Interaction Techniques (TA(Transactional Analysis) ▪ Encounter Group etc.)

Drama Techniques (Psychodrama ▪ Role Playing ▪ Creative Dramatics etc.)

<FREE Association Technique> Brainstorming (BS):USA

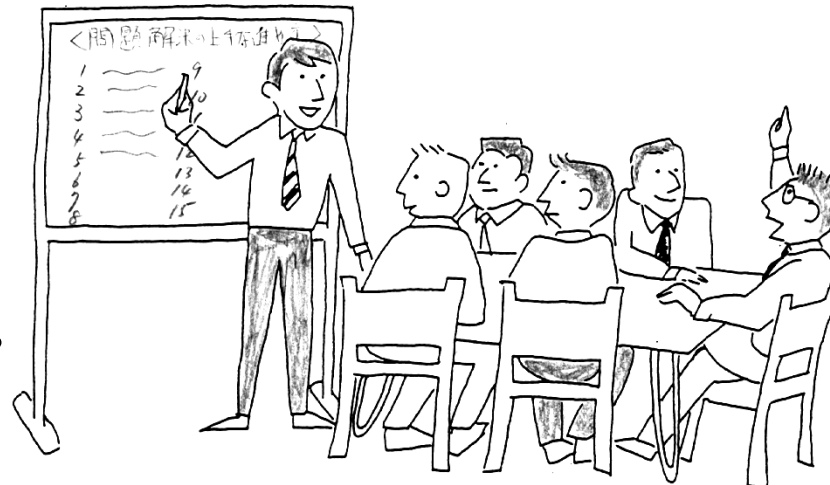
(by A.F.Osborn)

<Characteristic feature>

Alex F. Osborn, a pioneer of creative thinking, developed. Since its birth, it has spread throughout the world.

<Procedure>

- ① One leader and about 5-8 members
 - ② It makes the theme concrete and being small
 - ③ The reader records all remarks
- summarizing key words



< Free Association Technique >

Card BS method: Japan

(by Takahashi)

< Characteristic feature >

This method use silence time and speaking time, and using cards.

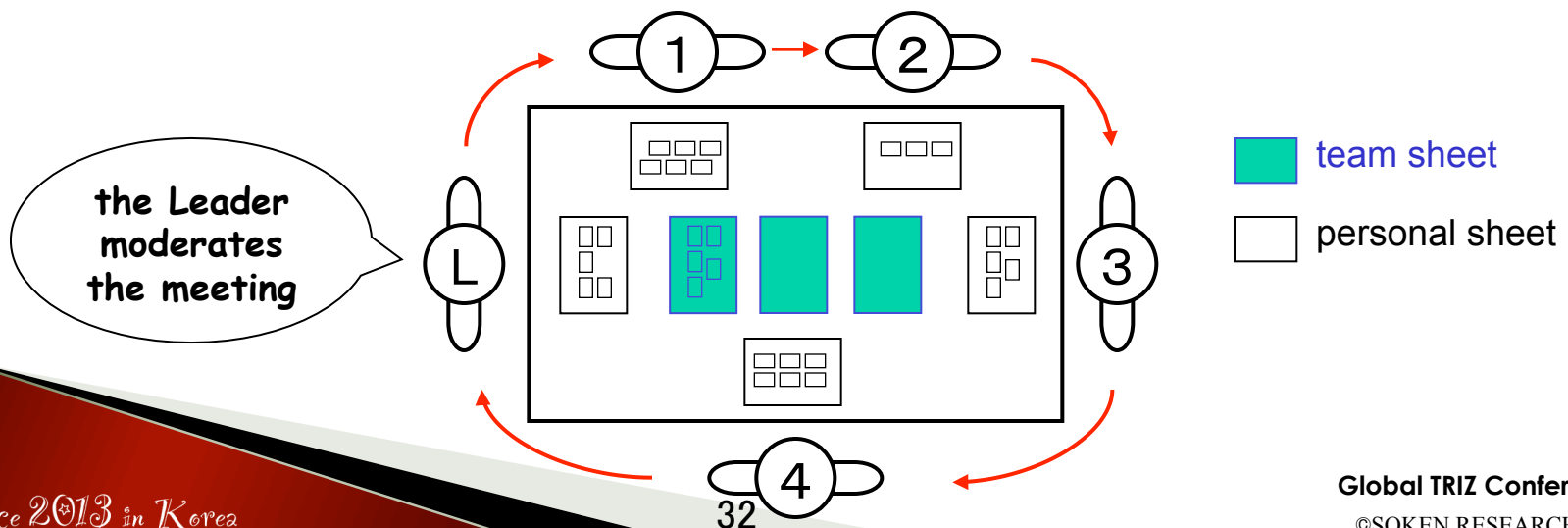
< Procedure >

(1) Personal thinking time (5 min.)

· writing down the idea on cards one by one

(2) Reading aloud each cards' idea

- each member read aloud each cards one by one
- when two members pass, going back to (1)
- listening to other members' ideas and making additional ideas



< Free Association Technique >

Brain Writing Method: Germany

(by Holiger)

1. Holiger (Germany) Create

2. 6·3·5 Methods

- 6 Attendants
- 3 Ideas at 1 Session
- 5 Minutes



3. Procedure

- ① All members have A4 CBS sheet
- ② Writes the theme in the top of them A4 sheet
- ③ All members write 3 ideas in the 1st line 3 blocks within 3 minutes
- ④ If finishing writing, it hands a A4 sheet to the left person (Hereinafter, it repeats)
- ⑤ All members write 3 ideas in the 2nd line 3 blocks within 3 minutes

BW Method Sheet's Example

テーマ[ファミレスの集客アップ作戦]

	A	B	C
I	----- 駐車場を 広くする	----- 駅前で割引券を 配布する	----- 田舎の母親の味を 再現する
II	----- バイクスタイルで 食べられる	----- 天井から星空が 見える	----- 雑誌誌面に取り上げ られるようにPRする
III	----- 大きな風船を 屋根に付ける	----- 目の前でフックが 料理してくれる	----- 車椅子でも架に 入れるようにする
IV	----- 豪華なテーブルと	----- 建物も駐車場も	----- 200種以上の

<Free Association Technique>

Card BW method: Japan

<Characteristic feature>

(by Takahashi)

Using cards, Brainwriting becomes easier to handle.

<Procedure>

- ① All members pastes postits to them A4 sheet
- ② Writes the theme in the top of them A4 sheet
- ③ All members write 3 ideas in the 1st line postits within 3 minutes
- ④ If finishing writing, it hands a A4 sheet to the left person (Hereinafter, it repeats)
- ⑤ All members write 3 ideas in the 2nd line postits within 3 minutes

< Card BW sheet >

Theme :		



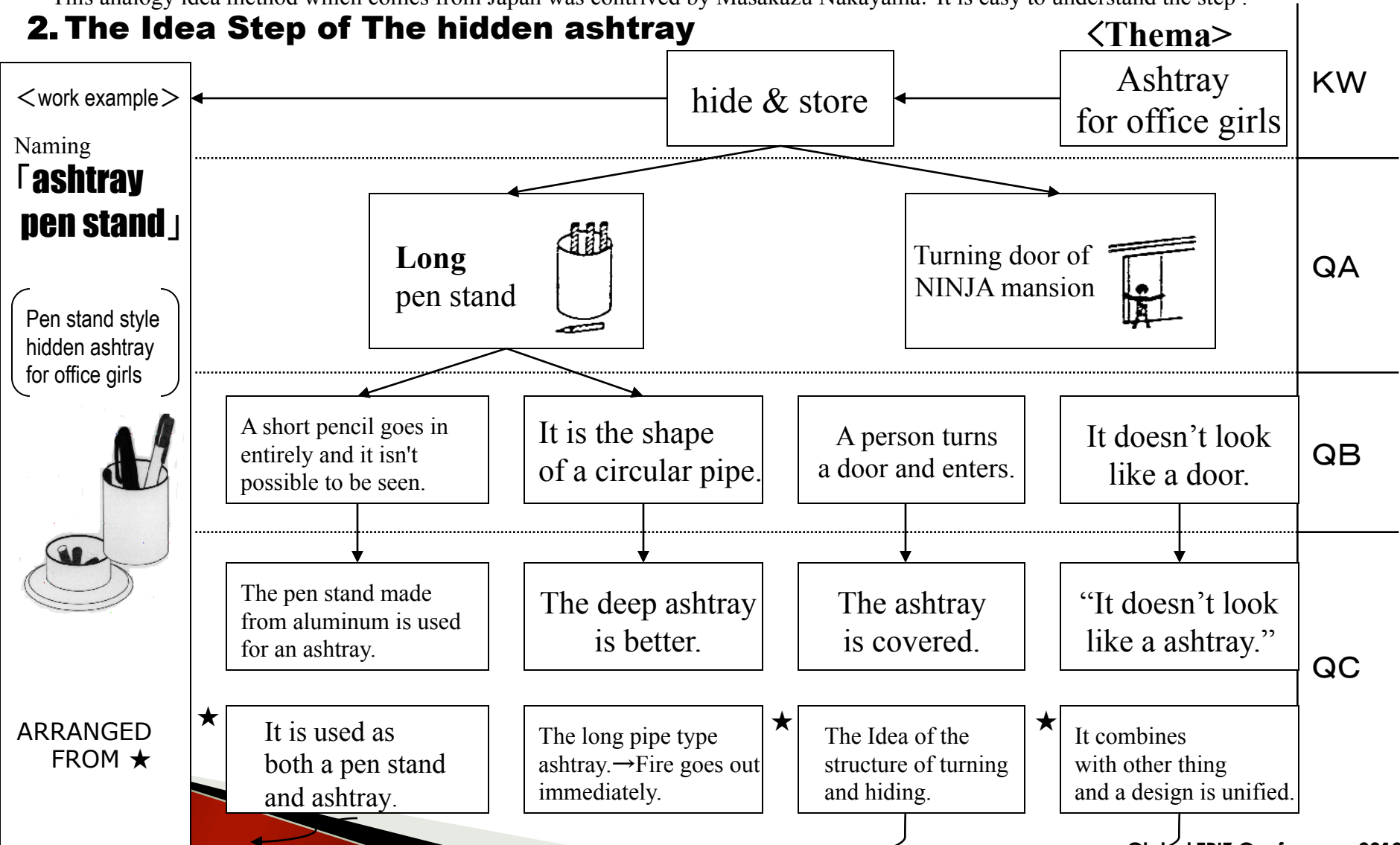
<Analogy Thinking Technique—NM method> K04

Japan (by Masakazu Nakayama)

1.Characteristic Feature

This analogy idea method which comes from Japan was contrived by Masakazu Nakayama. It is easy to understand the step.

2. The Idea Step of The hidden ashtray



<Grouping Technique> Block Method: Japan

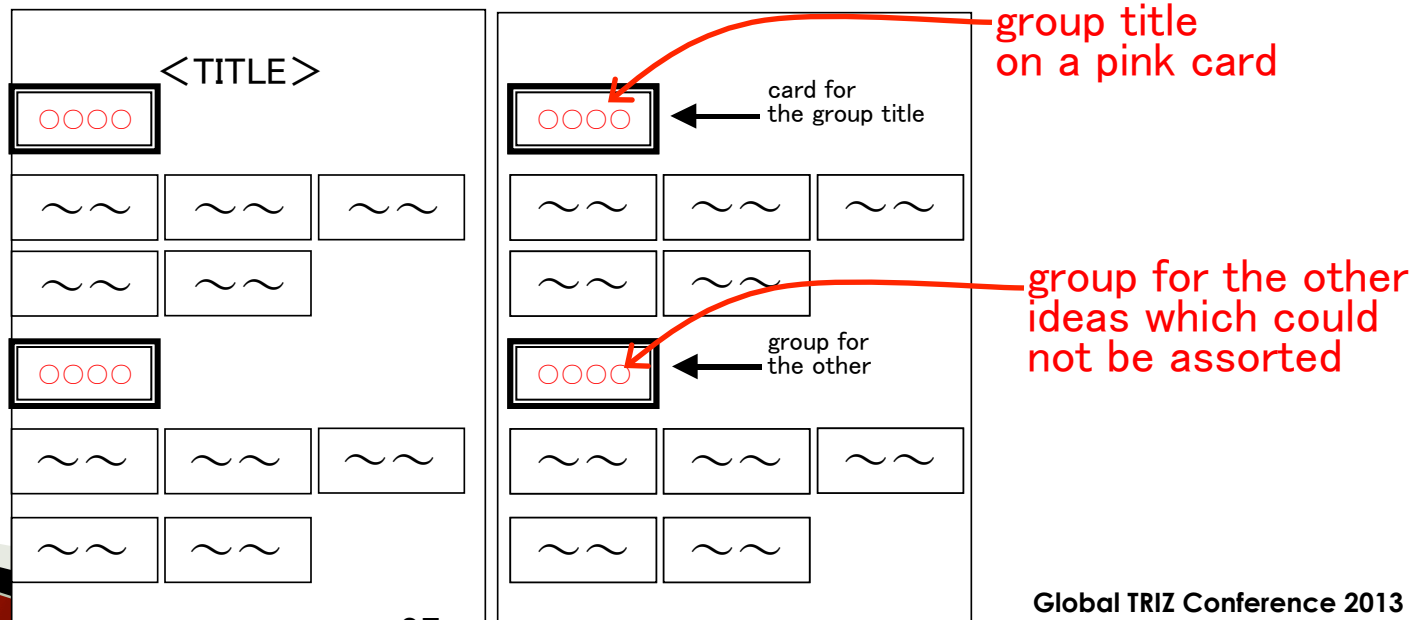
(by Takahashi)

<Characteristic feature>

This is a speedy convergent method that each member takes partial charge of organizing the cards.

<Procedure>

1. Each member takes the same numbers of card.
2. Assort the cards and make some groups of similar idea.
3. A member shows a group to other members.
4. If there is a similar idea, other members add their cards to the group.
5. The member who showed the group writes the title card for the group on a pink card.
6. Next member shows a new group and repeat the procedure above.



〈Flow Style Technique〉 Story Method: Japan

(by Takahashi)

〈Characteristic feature〉

Writing data on cards and organizing the cards as a story.

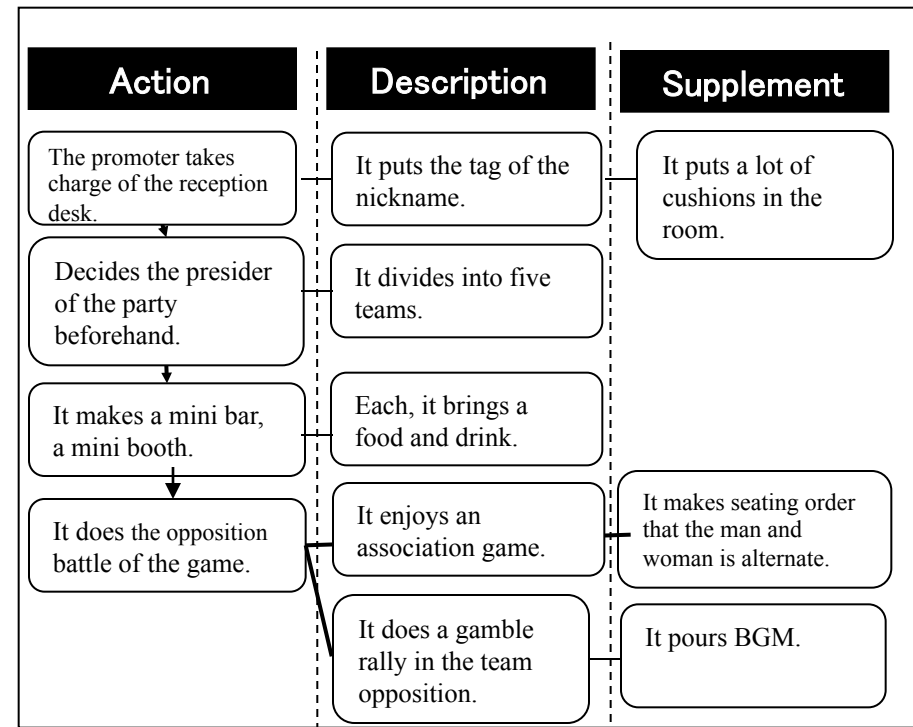
This method has a beneficial effect on writing, especially for speech draft.

〈 Example 〉

〈Procedure〉

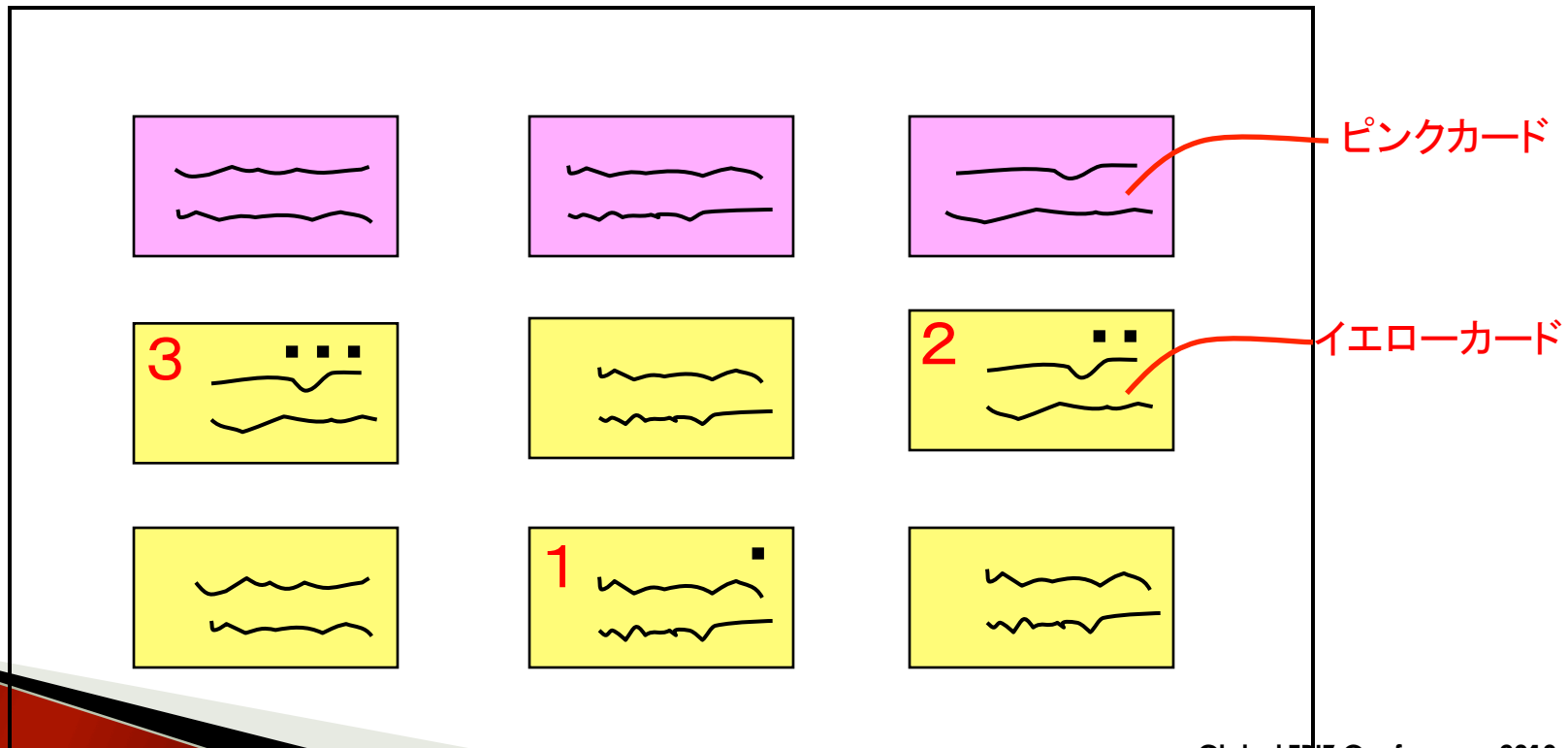
1. Write down one data or idea on each card.
2. Spread out all cards on the table.
3. Layout the cards on a sheet.
4. Making additional cards.
5. Finish the card layout.

The plan of a Home Party



〈Idea Evaluation Method〉Japan

1. Select good idea cards
2. Dot to cards (6 points have every person)
3. Targets is every yellow cards (Lemited 3 point to 1 card)
4. Write Points to cards(Red)



<Techniques and Ideas for Creative thinking support system> (total)

1. Support system for divergent thinking
2. Support system for convergent thinking
3. Support system for creative behavior
4. Support system for creative environment