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The Art of Trying

A course on practical creativity

Emil Zahner

Objective

Participants will learn how to find solutions to problems by an artful way of trying. The course shall help to overcome lengthy analysis which often leads to a list of "ought do do" with to few practical results. Participants will learn how to arrive at almost perfect results in fast ways, while retaining the safety of operability of the found solutions.

Course duration

Approximately 3 month, 2 - 3 hours per week (3 if education facility can provide room and facilities, and desires this duration). This spreading can be changed.

Quote: *Professionals know they can't create unless they start. (A. Osborn)*

Quote: *What surprises me again and again is that intelligent people who know how to analyse extremely well nevertheless don't produce anything really new. I believe part of the reason is that they move along the paths which other people have already used. It is necessary to get off the main stream to find something new. Leibnitz 1646-1716.*

Some insight on course content

The course may challenge "Best Practices", and some ways taught at universities. It is known that the best solution to a problem cluster may be unattainable because of cost of research to find it. The delay may be cause of solution invalidity with changing environment. The course The Art Of Trying will develop and practise a toolset to create new, marketable, working products (or efficient processes) from scratch early in the product develoment (life) cycle.

Creativity has to do with thinking. Proper steps will be shown and practiced. To try has to do with action, create as you go. The human brain is genetically "wired" for randomly trying whatever pops up in the mind on that day. The course will

show how to replace the random, accident-driven approach by a structured process that can be learned and explained. The process serves also as a coordination tool within a team of creative people who want to find breakthrough solutions

Methodical competence

The question as to how to find solutions is the question as to the right methods. Methodical competence should be in control here: A competence trinity consisting of personal (behavioral), field – specific, and methodical know-how. Business "knows" that creativity is important but not sufficient. Know-how must be developed, knowledge and skills are not sufficient.

Developing Know-How

To create the know-how several ingredients are necessary: Vision and recognition of relationships between fields of material objects, phenomena, ideas and imagination as well as behavioral know-how to coordinate teams and navigate organisations. This "holistic" thinking and networking among the factors mentioned offers the framework of the Art of Trying. It becomes obvious that this thinking and doing as a whole will not deteriorate over time, and it is independent of the field of application. This is the most important difference to the all so common buzzword training courses that hurricane over the country at high speed and cost, leaving little constructive in their wake. Old, inefficient approaches are being repacked and sold as the newest "must have", which then fail to deliver when the smoke is gone. **The Art of Trying** is not one of them, simply because it **is really efficient and adaptable to any field**. It is suitable for creating closed systems (a machine) or open systems with continuously changing parameters (markets, organizations). In its core it is simply an orderly way of looking at things.

Guided Intuition is intuition of a higher order. It is the probing tool in finding breakthrough locations for progress through the problem hurdles. Guided intuition will be practiced during the course.

Quote: *I never discovered anything through rational considerations. (Einstein).*

It is necessary to recognize when logical conclusions are correct but reasons are wrong. (Doing the "right" thing for the wrong reasons).