

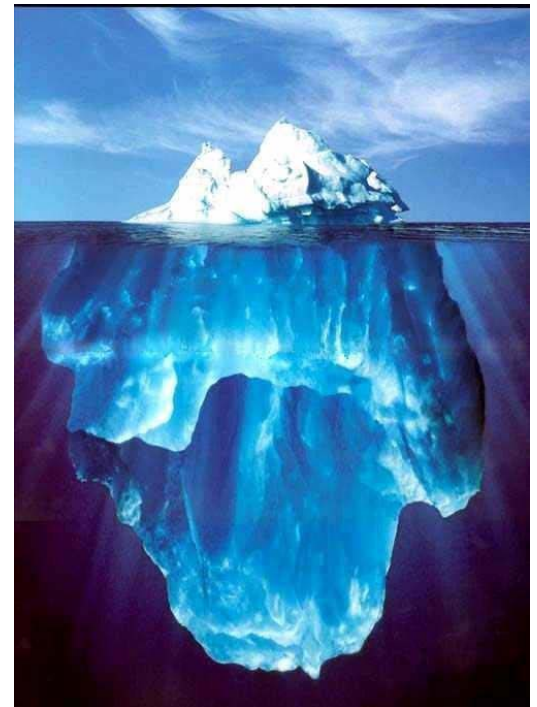
Brain Power Consulting

Providing seminars and coaching in
creative problem solving

since 1997

Customers: ABB, IKEA, Telia Sonera
KTH , Siemens, IBM, ...

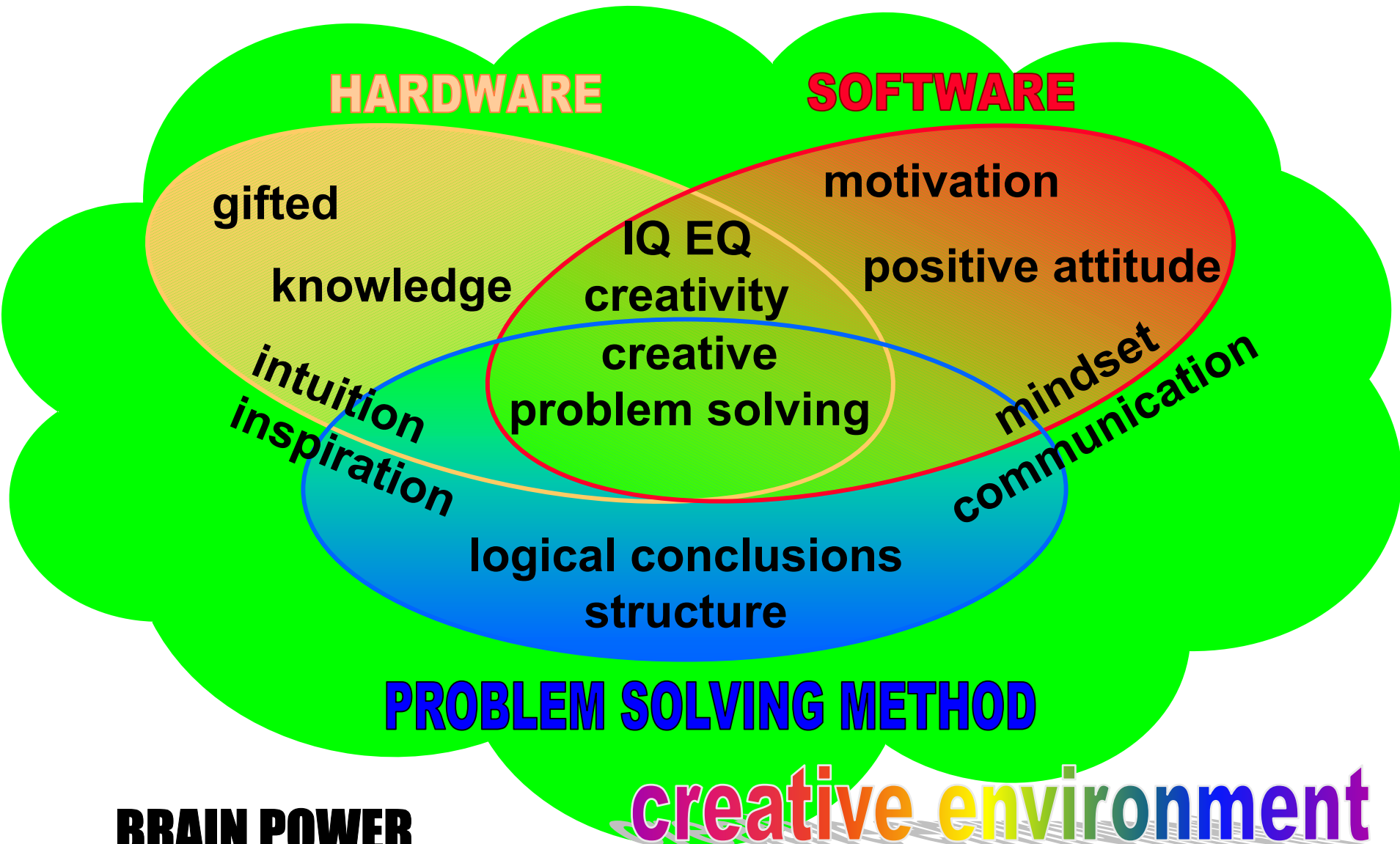
Main topic: GPSM,
General Problem Solving Method



BRAIN POWER

Erik Lenz

Science of Creative Problem Solving



BRAIN POWER

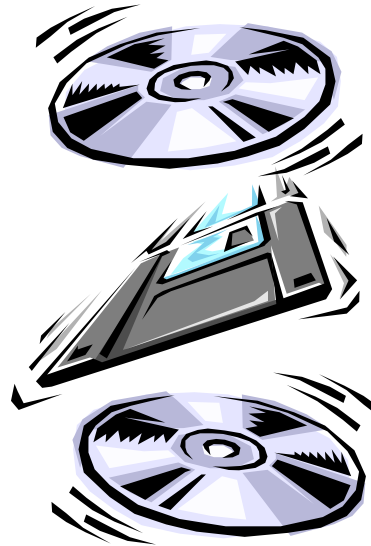
Erik Lenz

Brain \approx Computer

Hardware



Software / OS



Operator

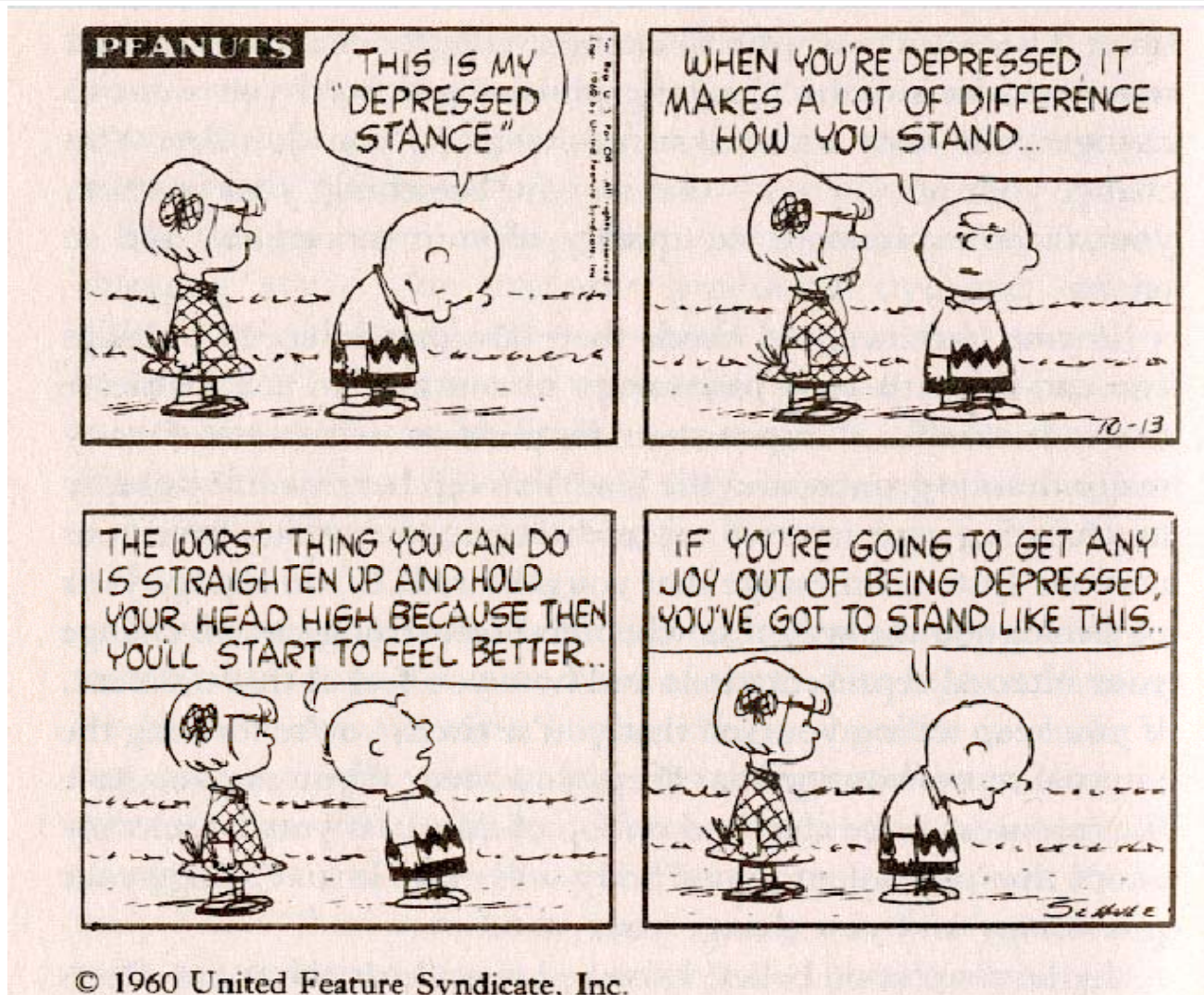


If feeling = sad
Then head = down

BRAIN POWER

Erik Lenz

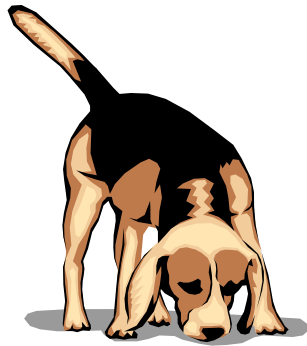
Hardware functions



BRAIN POWER

Erik Lenz

Creative person / “operator”



curious
attentive
focusing
dare asking
self-confidence

bold
optimistic
play with ideas
open minded
imaginative
motivated

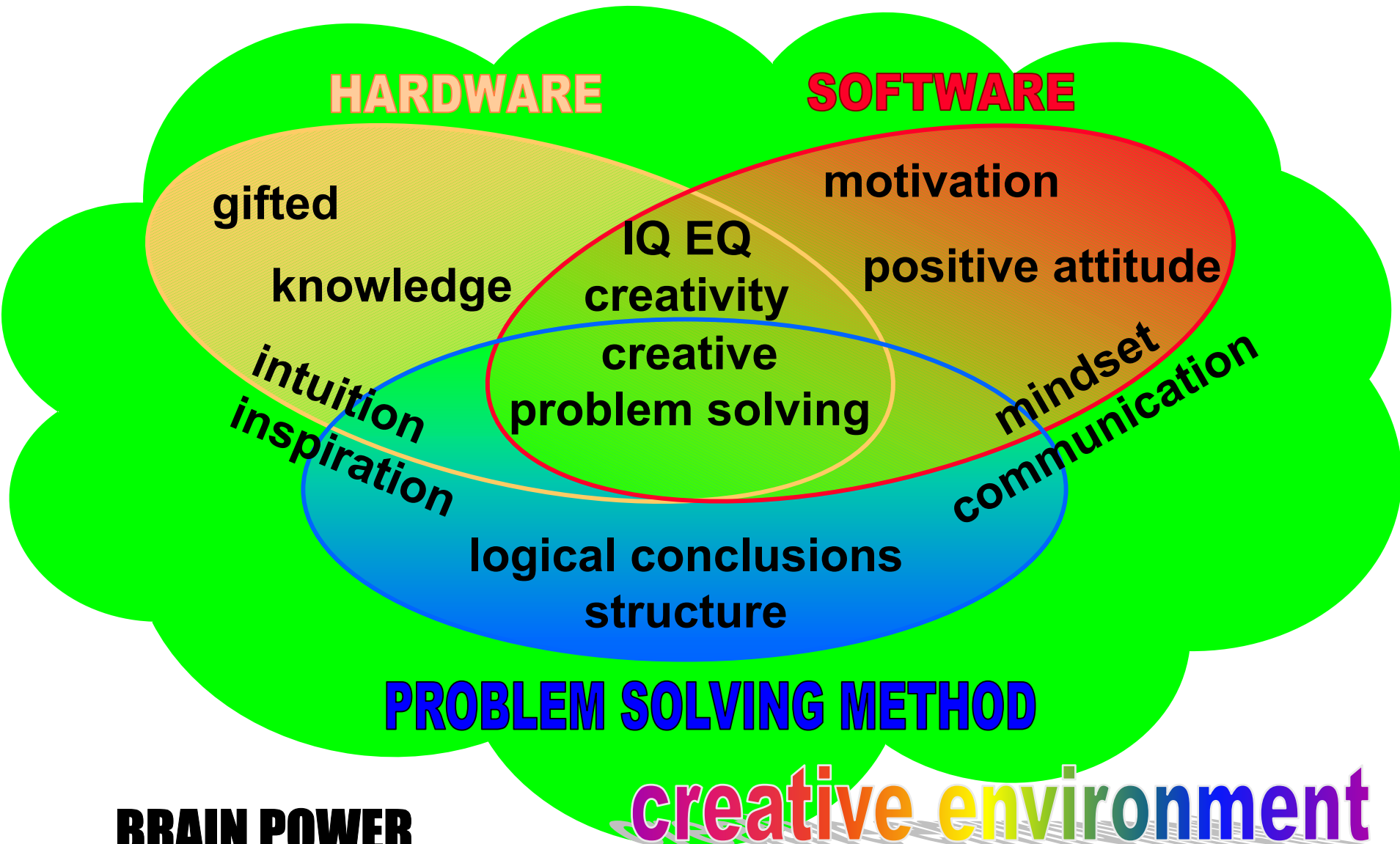


resolute
persistent
sustain isolation

BRAIN POWER

Erik Lenz

Science of Creative Problem Solving



BRAIN POWER

Erik Lenz

Time Management



IS **SHOULD**

2

4



8

4

+

10

8

BRAIN POWER

Erik Lenz

Typical mistakes when solving problems

react in situations

deny existence

accept mindset

no patience

focus on solutions

caught up in the first idea

too fast critical judgment

compromise too fast

rashly concluding

argue verbally



proactive in advance

admit and tackle

question given orders

disciplined efforts

track down the root causes

creating various ideas

giving solutions a chance

target on the optimum

thinking through a judgment

write down and evaluate

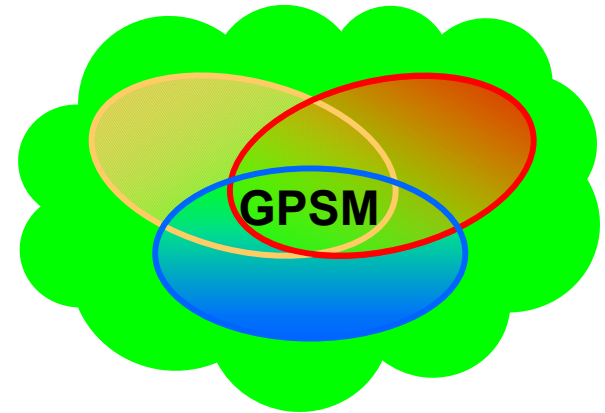
BRAIN POWER

Erik Lenz

What is GPSM?

structured way of thinking

using the brain in best way
finding the optimum solution to
literally any kind of problem in a
minimum amount of time

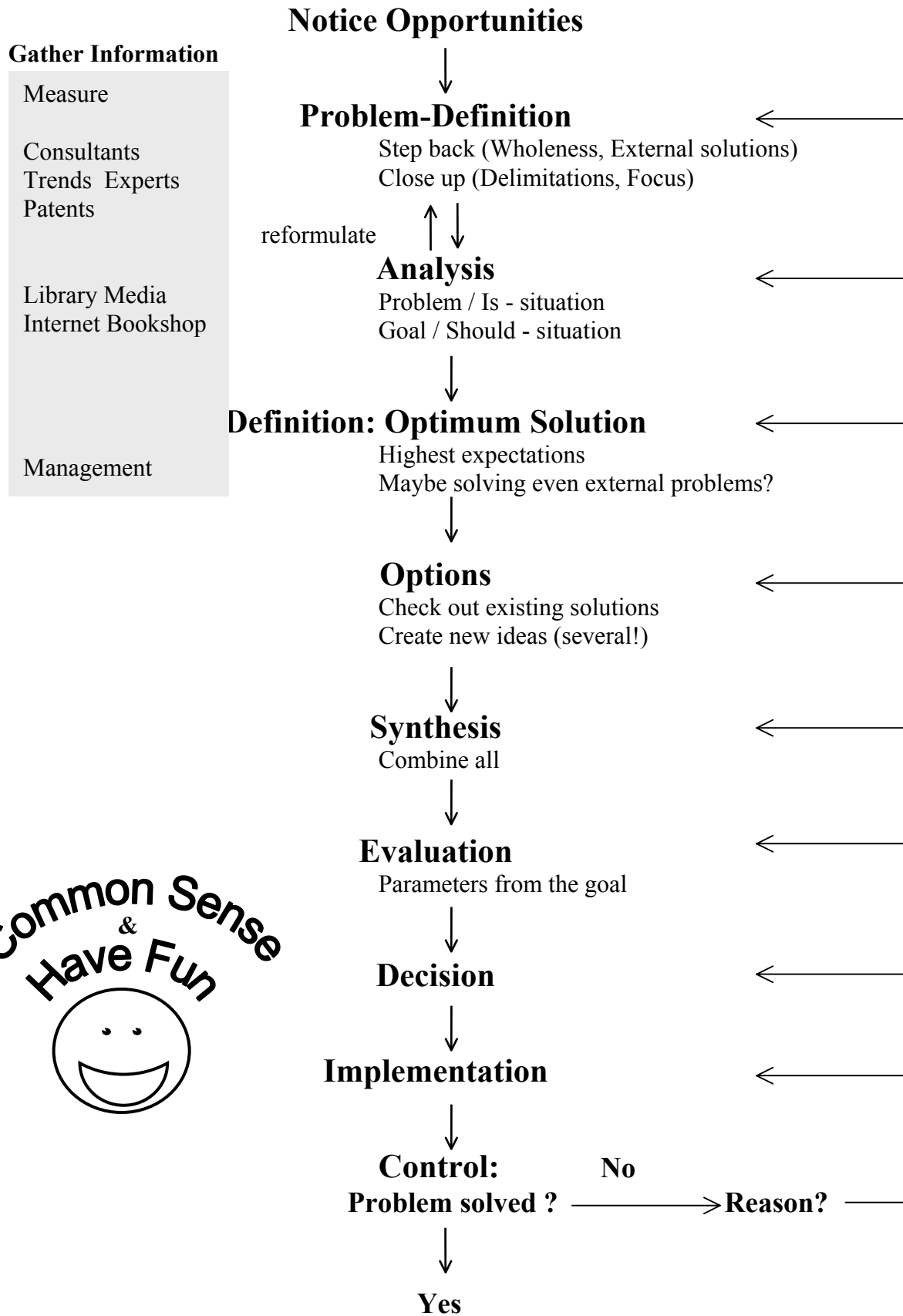


based on scientific facts,
obvious conclusions and
expertise from inventors (2.5 million patents),
entrepreneurs and
successful experts in science and management.

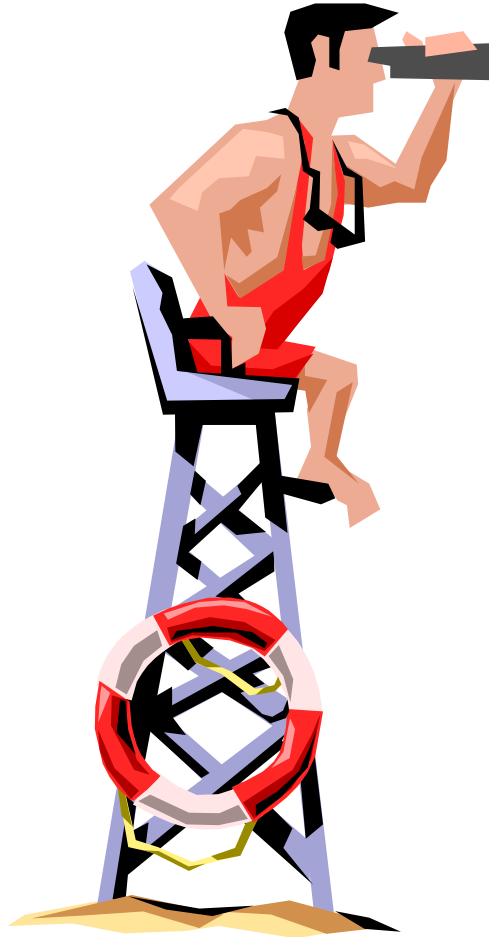
BRAIN POWER

Erik Lenz

General Problem Solving Method (GPSM)



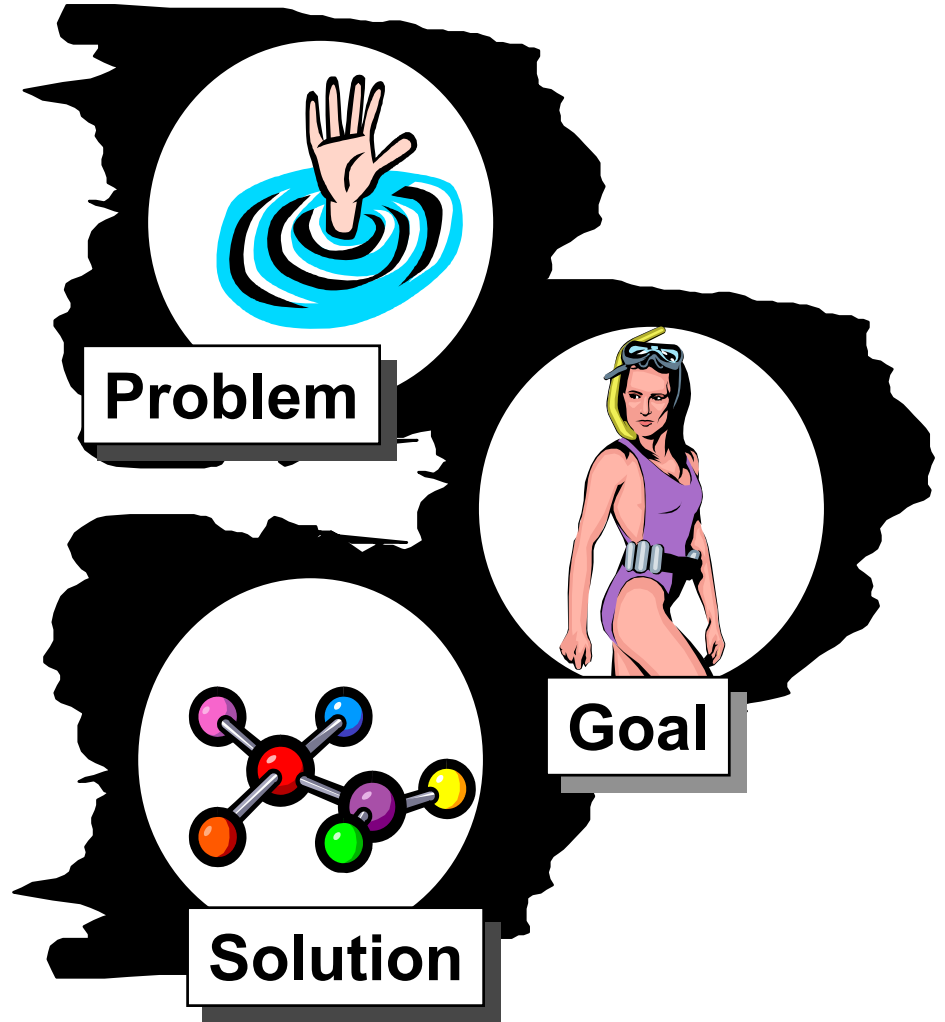
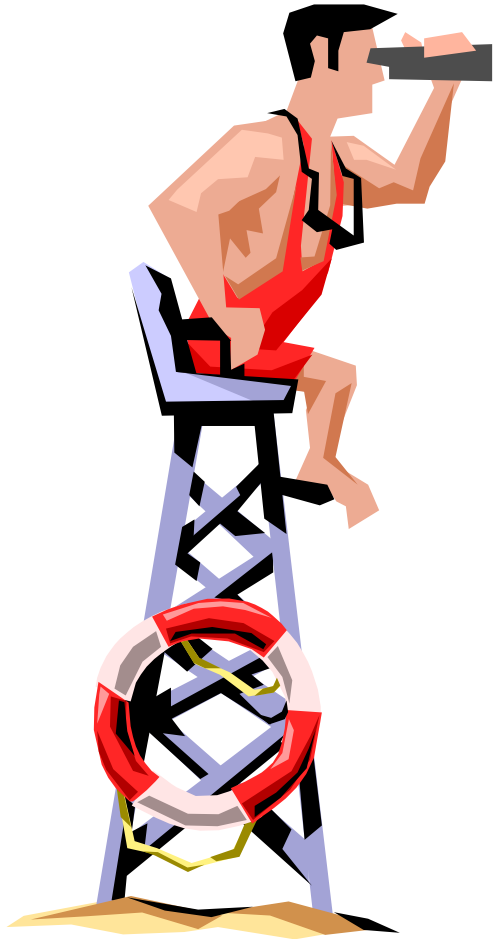
Observe / discover / notice



BRAIN POWER

Erik Lenz

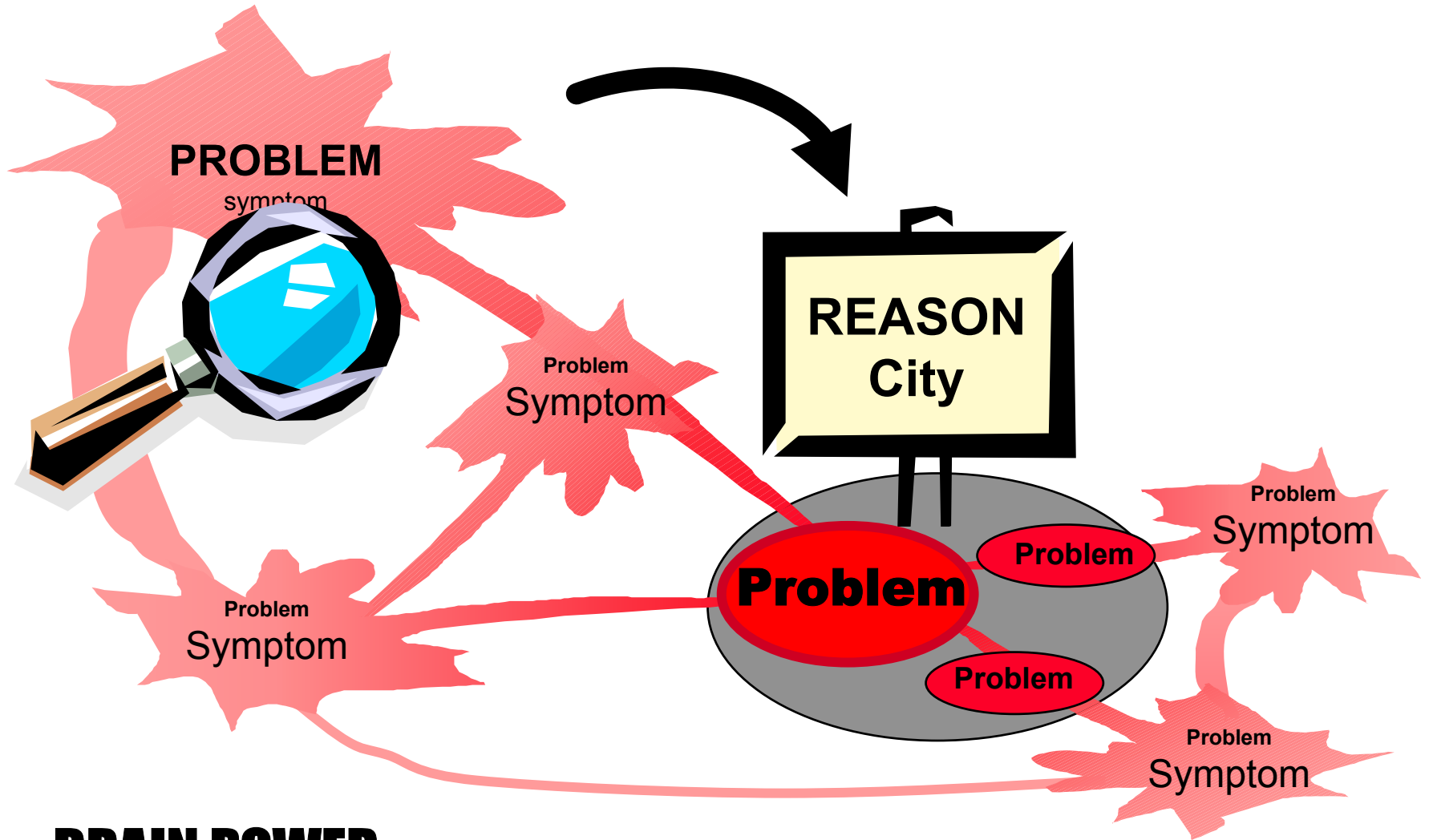
Notice



BRAIN POWER

Erik Lenz

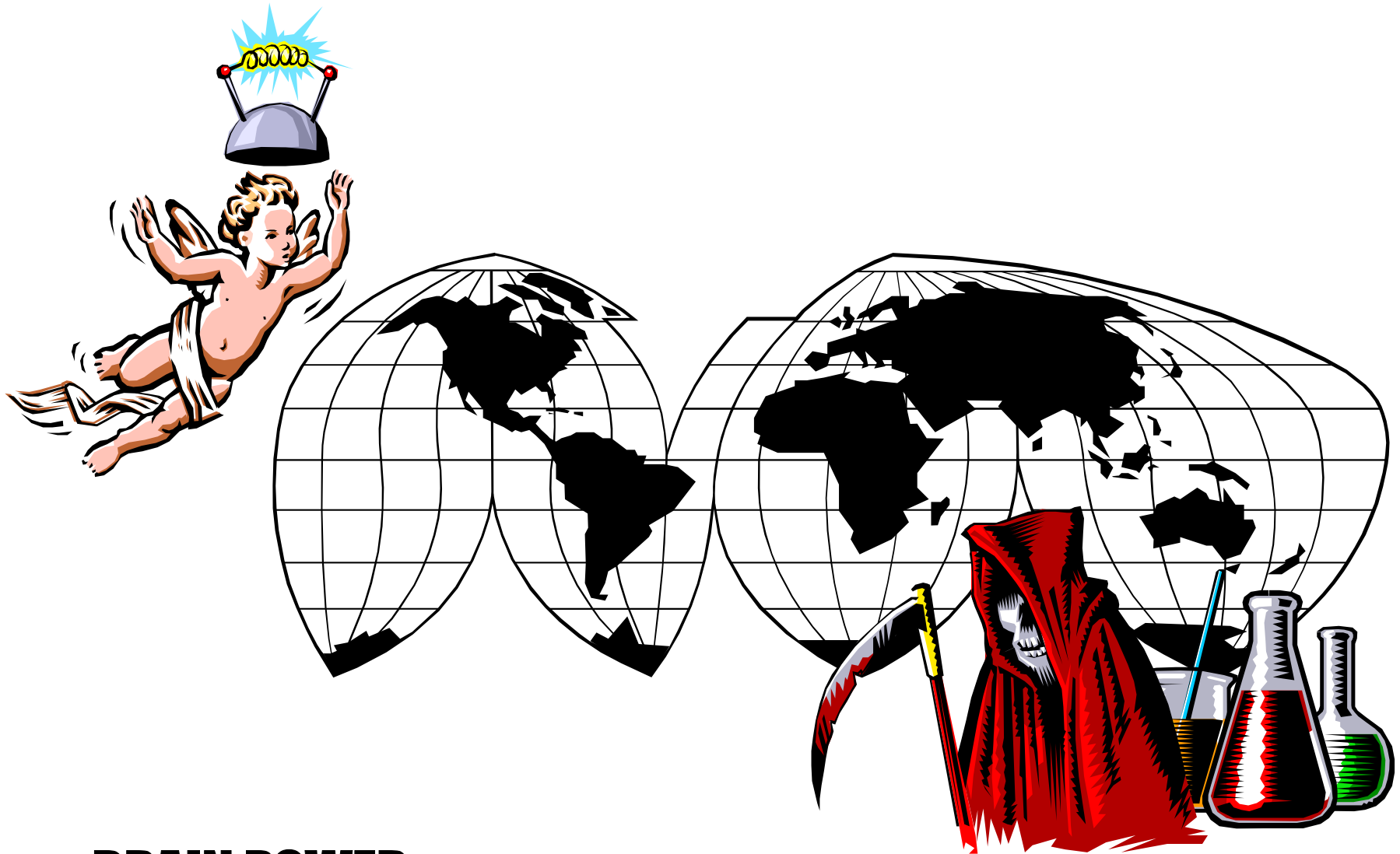
Step back (Wholeness)



BRAIN POWER

Erik Lenz

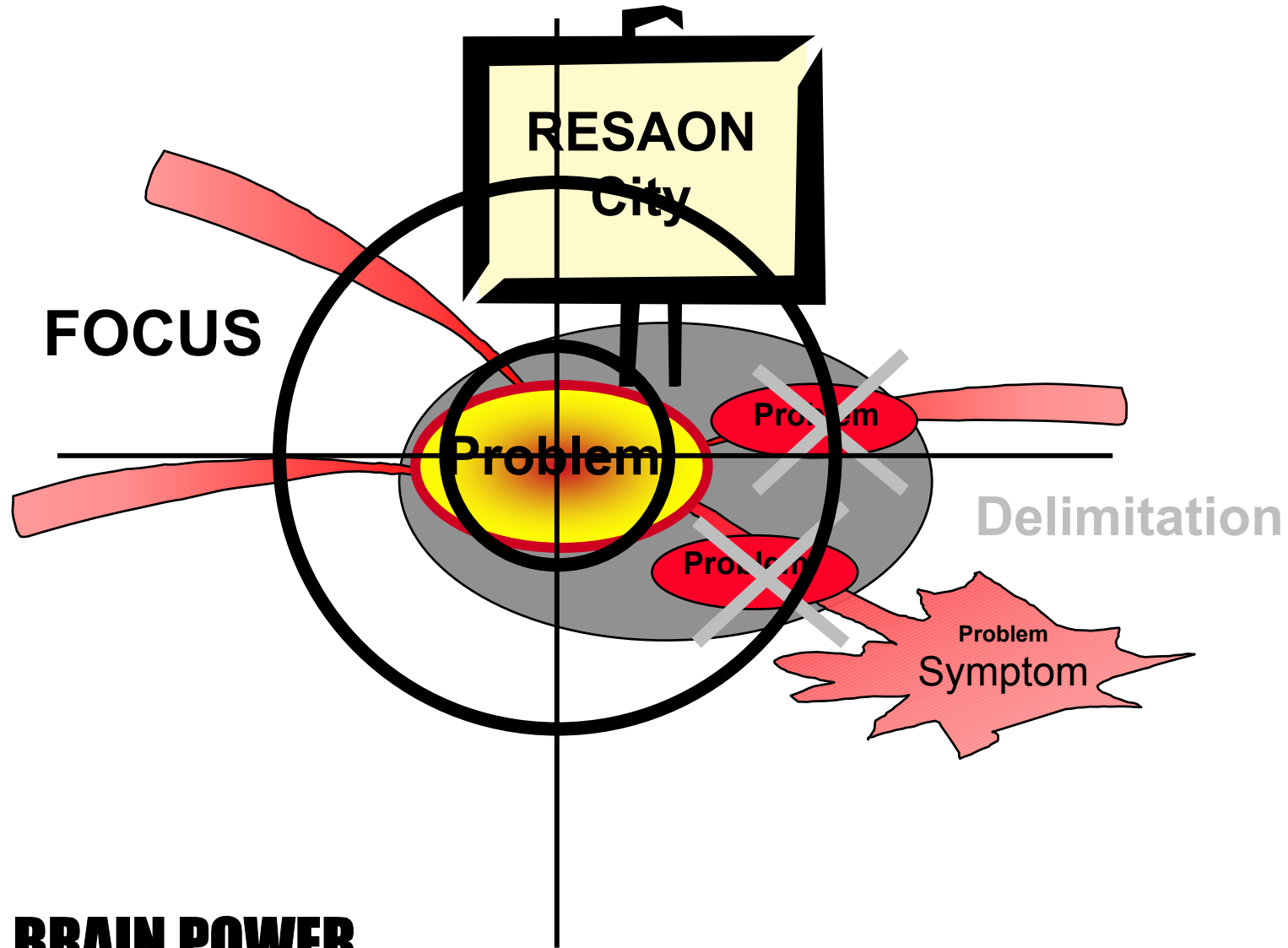
External Solutions



BRAIN POWER

Erik Lenz

Close up (Priorities)



BRAIN POWER

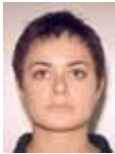
Erik Lenz



[Charles Edward Bunting](#)
*Aggravated Sexual Assault
of a Child*



[Craig Michael Pritchert](#)
Bank Robbery



[Nova Esther Guthrie](#)
Bank Robbery



[Miguel Angel Rangel](#)
Murder



[Robert Radhames Herrera](#)
Homicide



[Dean Allen Reul](#)
Fraud by Wire



[Israel Mendoza](#)
Homicide



[Mark Strbac](#)
Murder



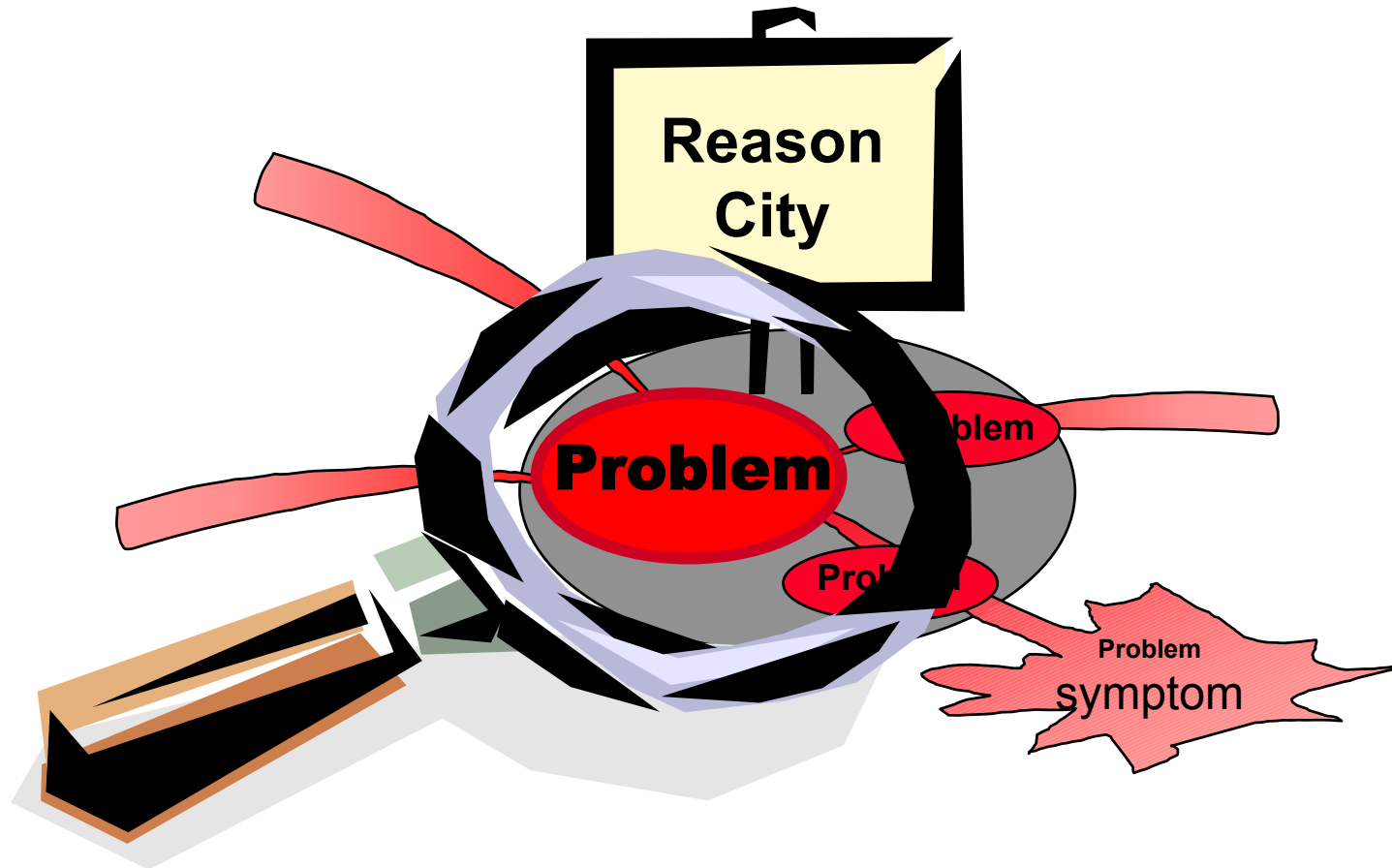
[Julio Meneses](#)
Bank Robbery



[Hector Vasquez-Luna](#)
Murder

Most wanted fugitives - April 2000

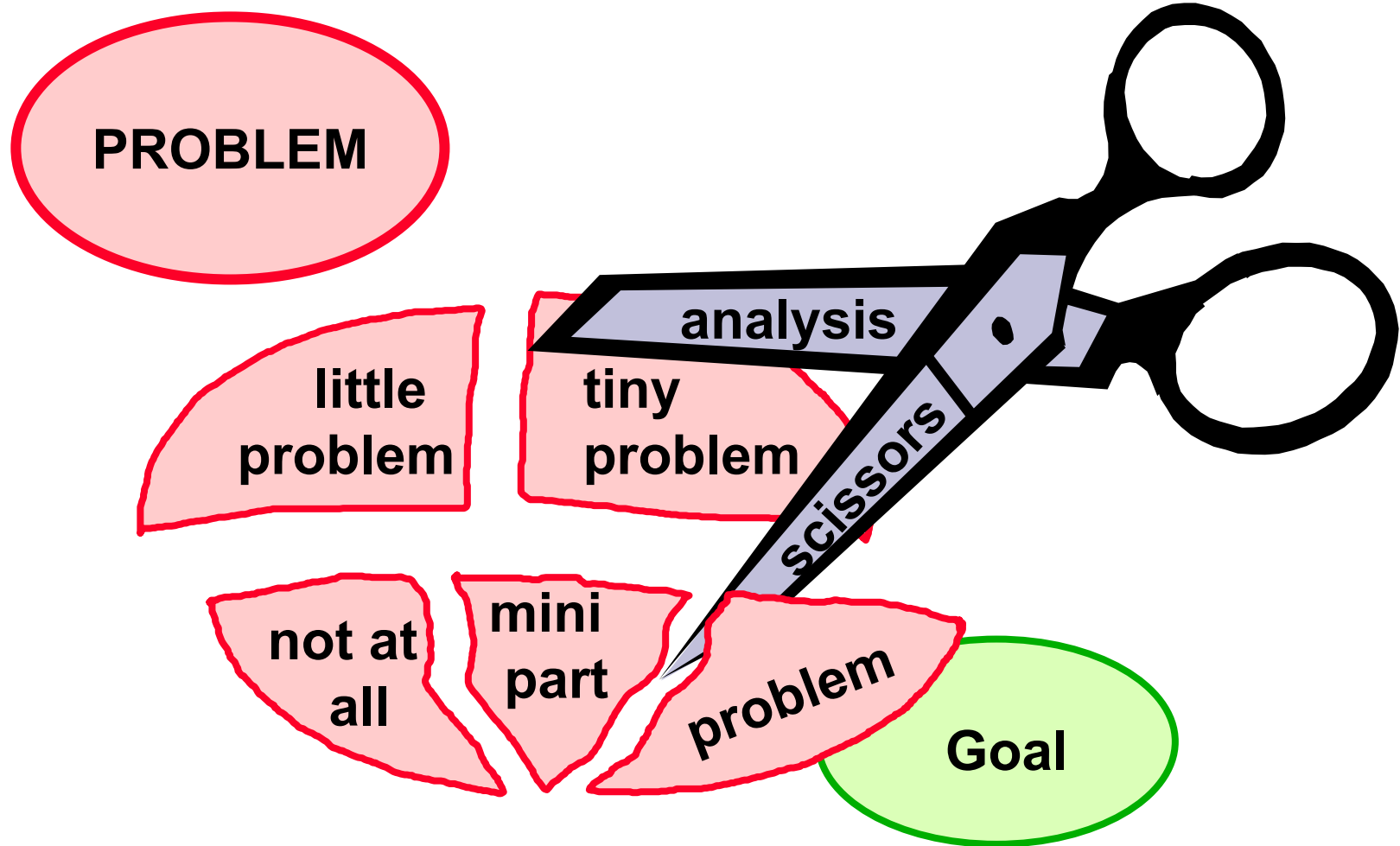
Problem-Definition



BRAIN POWER

Erik Lenz

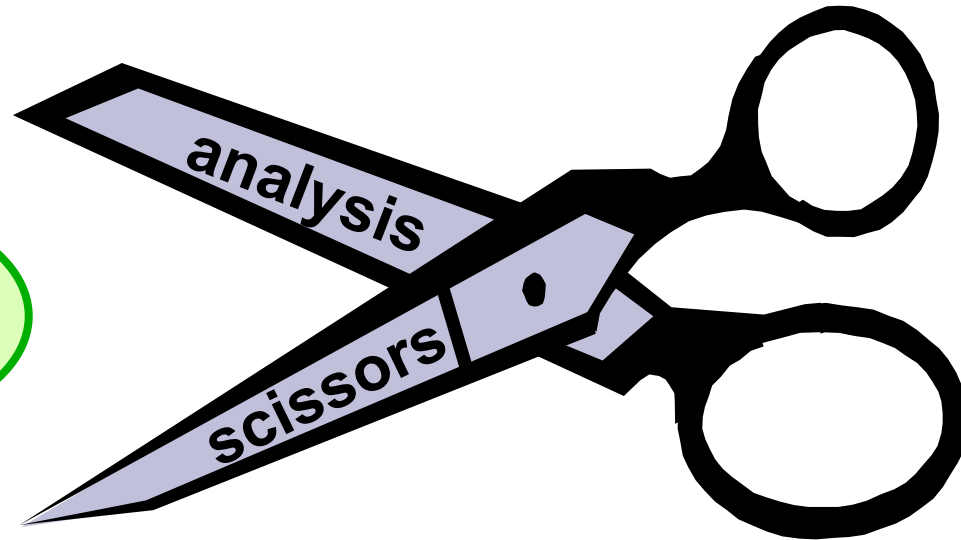
Analysis



BRAIN POWER

Erik Lenz

Analysis of the goal



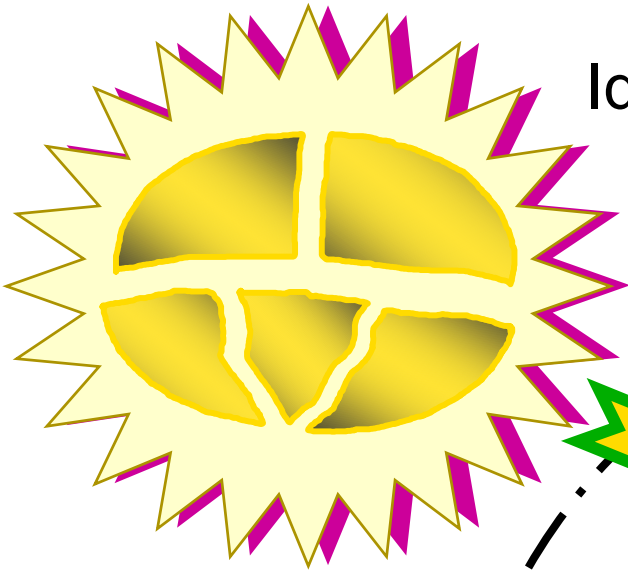
Parameters	weight (1-10)
fast	4
cheap	9
quality	7
...	..

BRAIN POWER

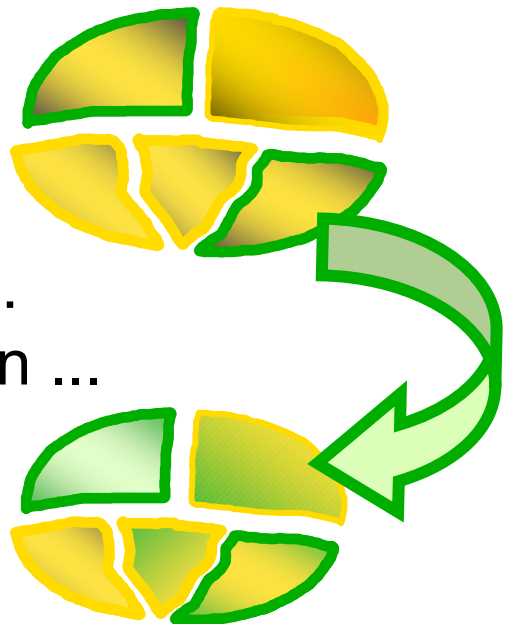
Erik Lenz

Definition: Perfect Solution

Ideal Perfect Solution



Perfect Solution



ideal
—
real

if ...
then ...

backwards
clue



BRAIN POWER

Erik Lenz

The ideal perfect employee

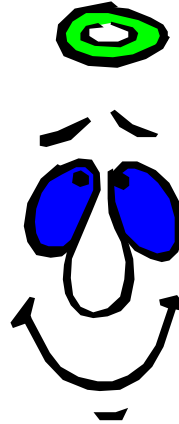
accurate, systematic &

energetic, driving &

independent, strong-minded

optimistic, enthusiastic

resolute, stable



fast and eager

diplomatic and calm

adaptable and kind

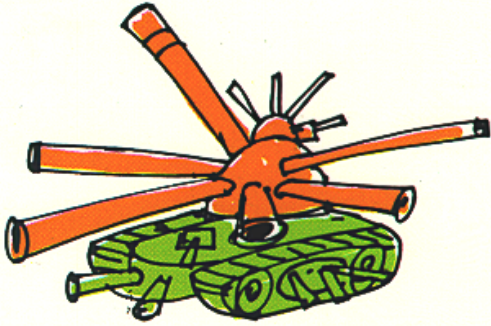
examining and factual

flexible and spontaneous

BRAIN POWER

Erik Lenz

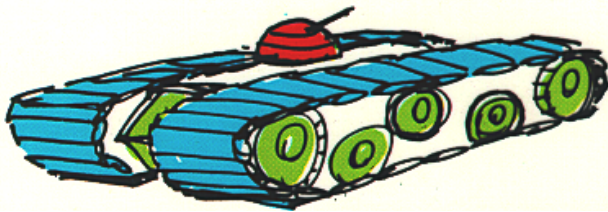
The ideal perfect tank



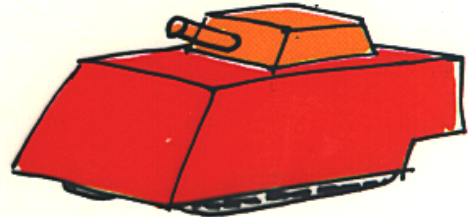
weapon group



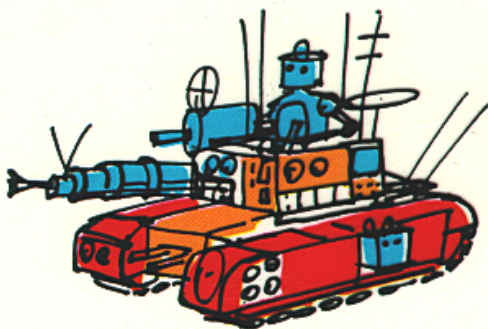
engine group



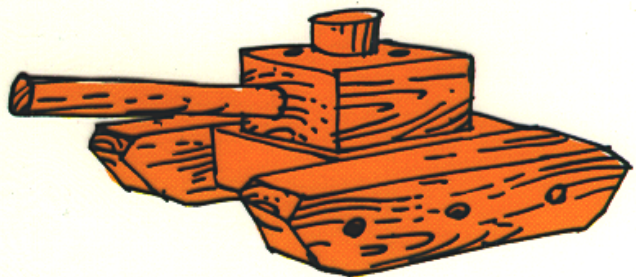
locomotion group



protection group



Electronic group



production line
group

BRAIN POWER

Erik Lenz

THE BEST OR NOTHING AT ALL!

It is a funny thing in live!

If you refuse nothing but the best

you of get just the best

Life will pay any price you ask of it

(Anthony Robbins)

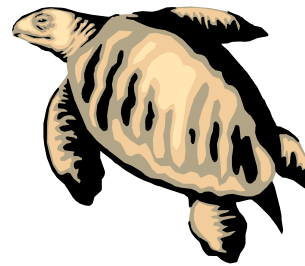
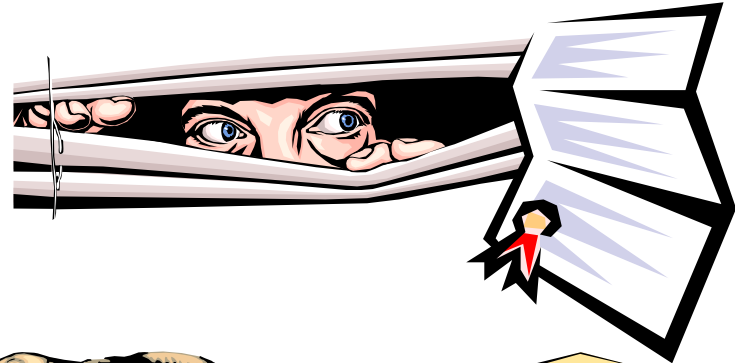
BRAIN POWER

Erik Lenz

Options



$$E=mc^2$$



Sources of
inspiration

backwards



BRAIN POWER

Erik Lenz

Sources of Inspiration / Strategies

Write down and sort information

Make a sketch and brainstorm with others

Make it simple (Einstein)

Backwards (optimum solution > if... then...)

Separate in time / space / system TIPS

Combine / build on other ideas

Copy NLP, Japanese

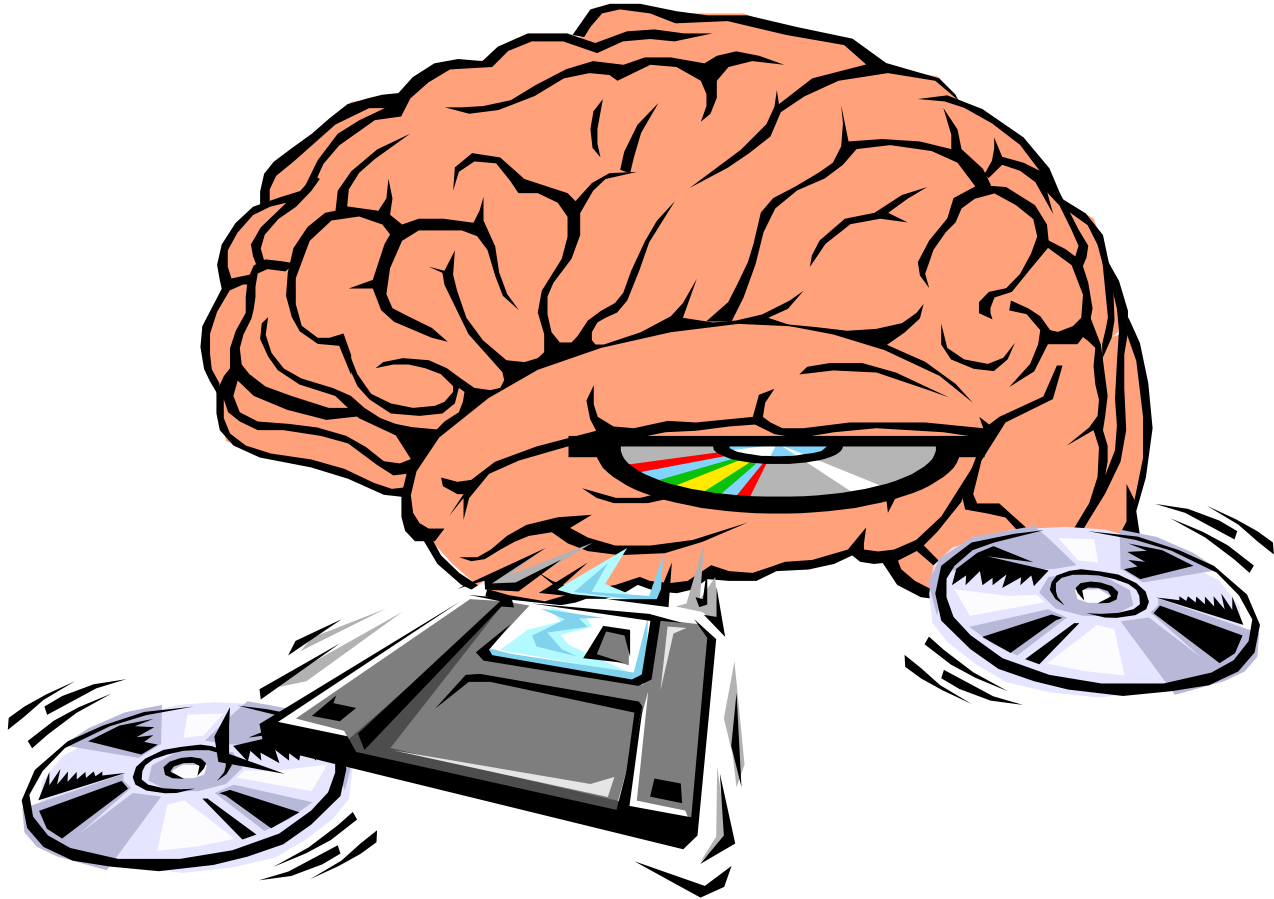
"Random input" Lateral Thinking

Reverse formulation / invert formulations

BRAIN POWER

Erik Lenz

The creative process (1): LOAD Problem



BRAIN POWER

Erik Lenz

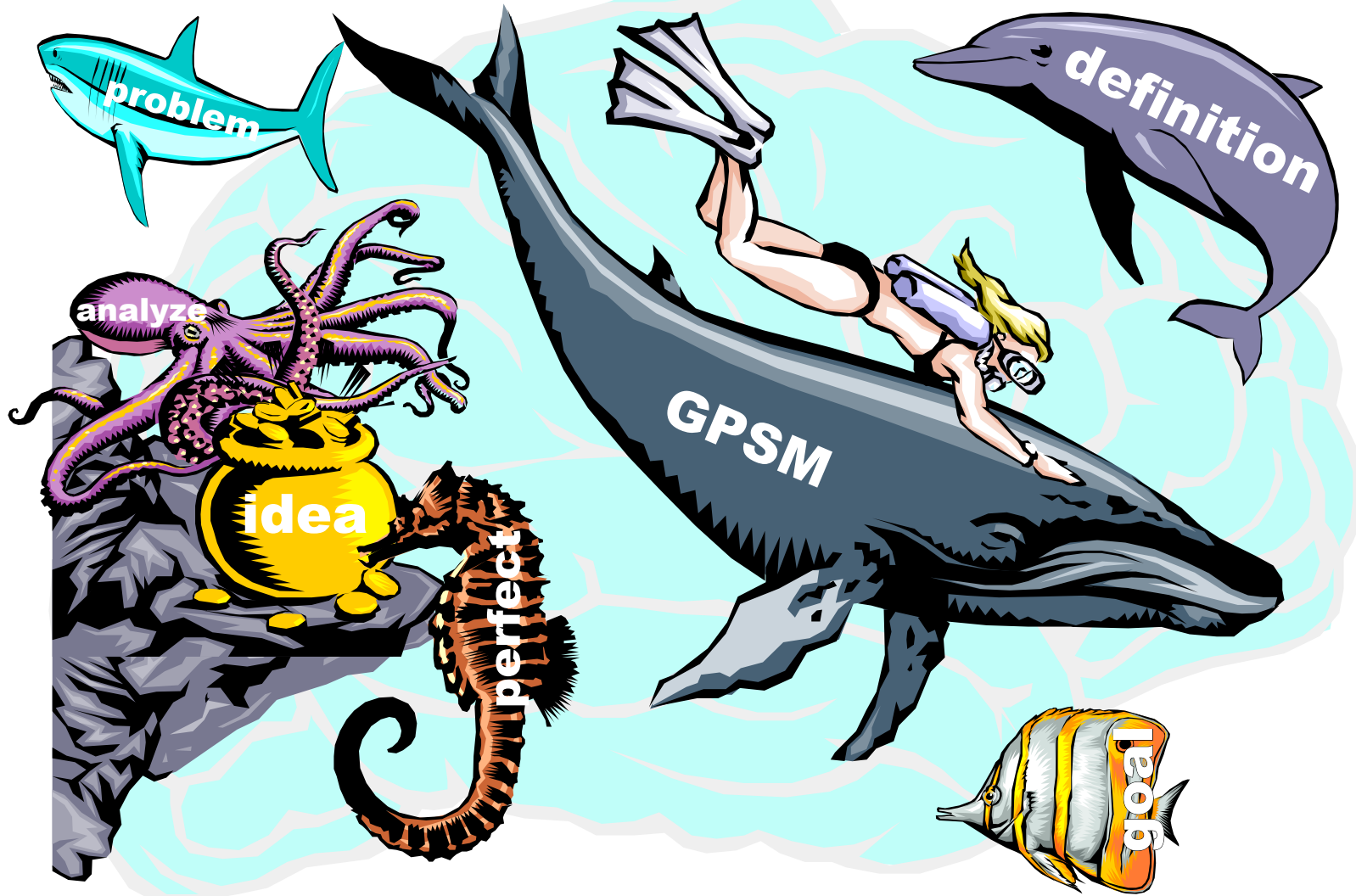
The creative process (2): Get an opportunity



BRAIN POWER

Erik Lenz

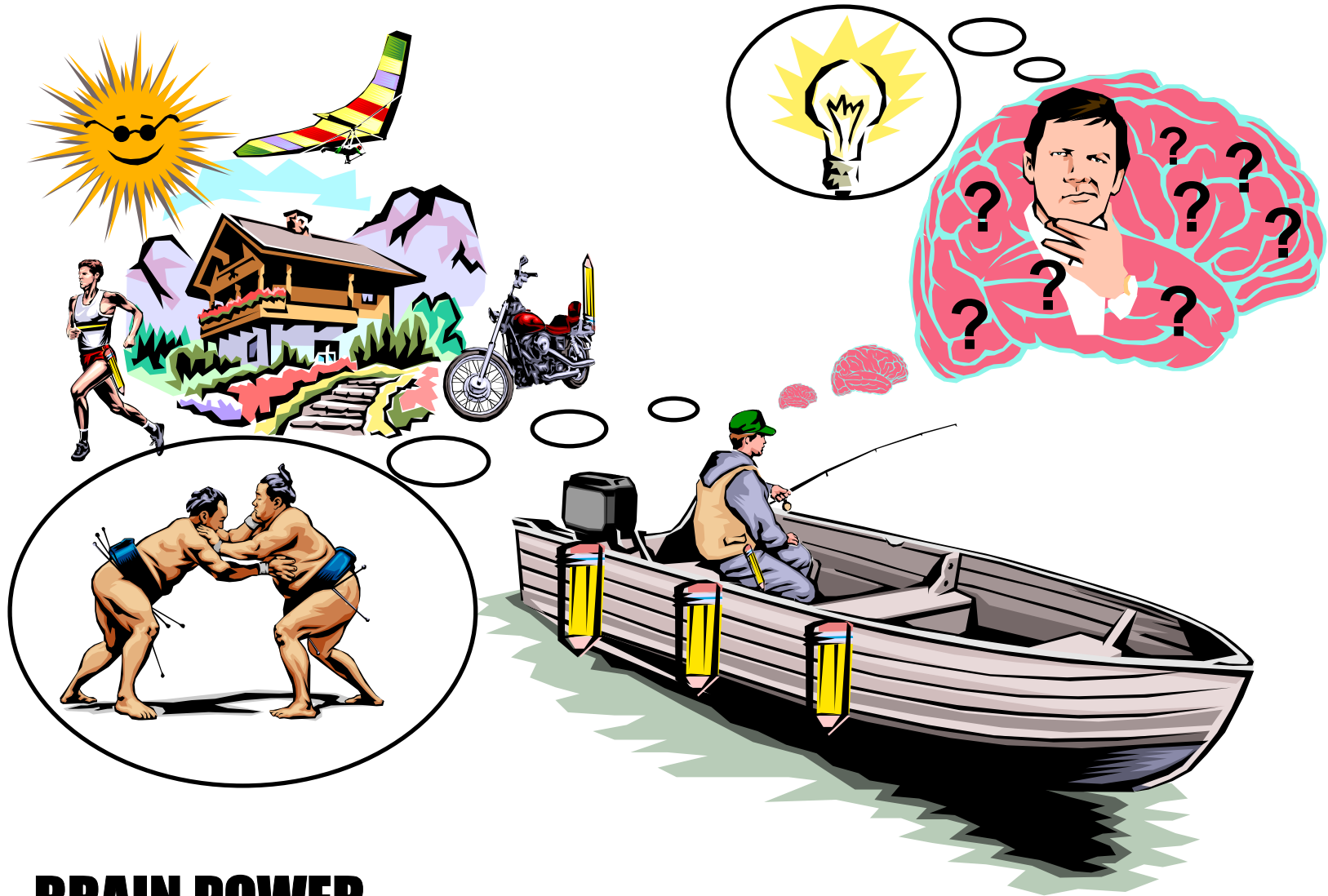
The creative process (3): Deep Thinking



BRAIN POWER

Erik Lenz

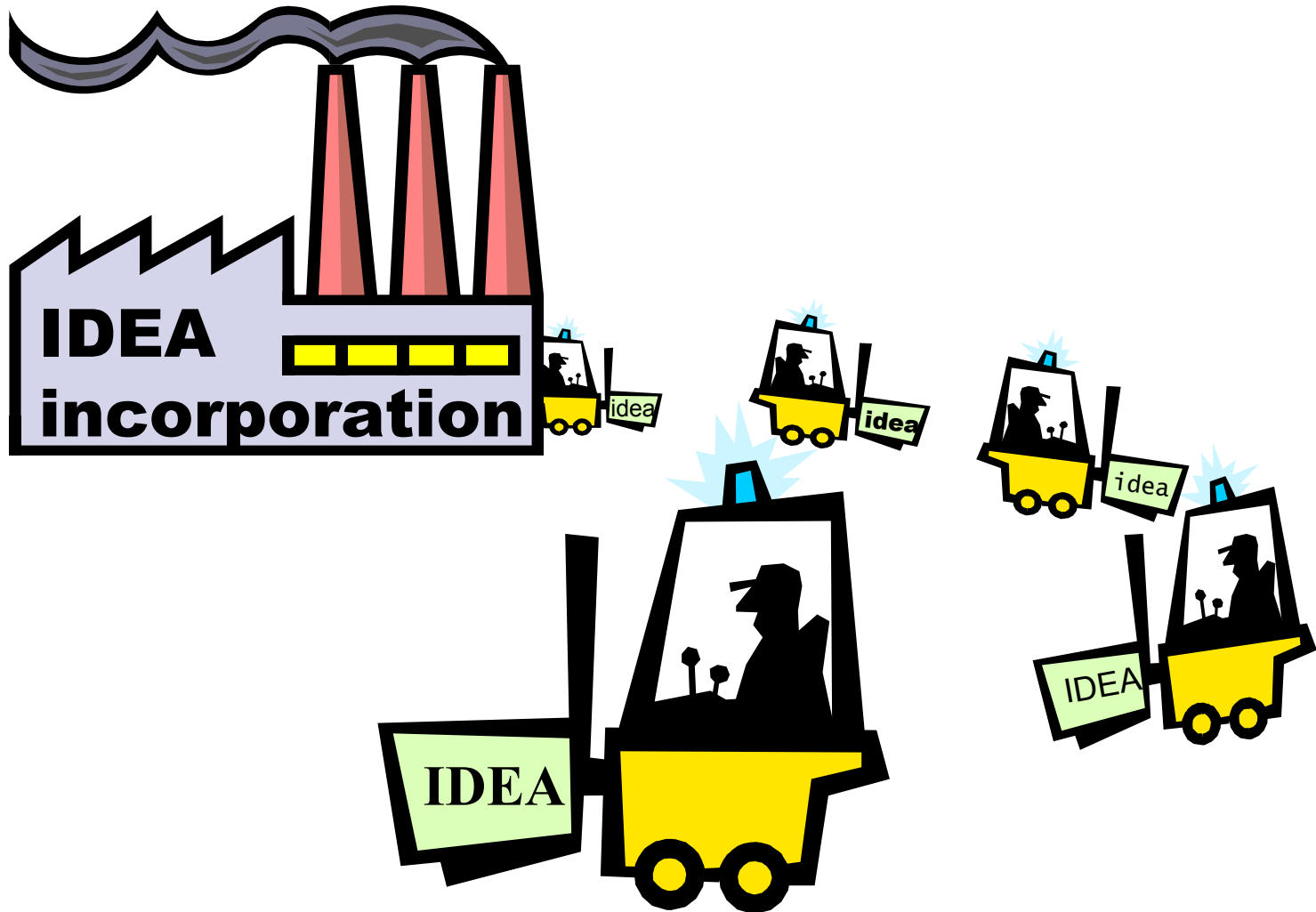
The creative process (4): Incubation



BRAIN POWER

Erik Lenz

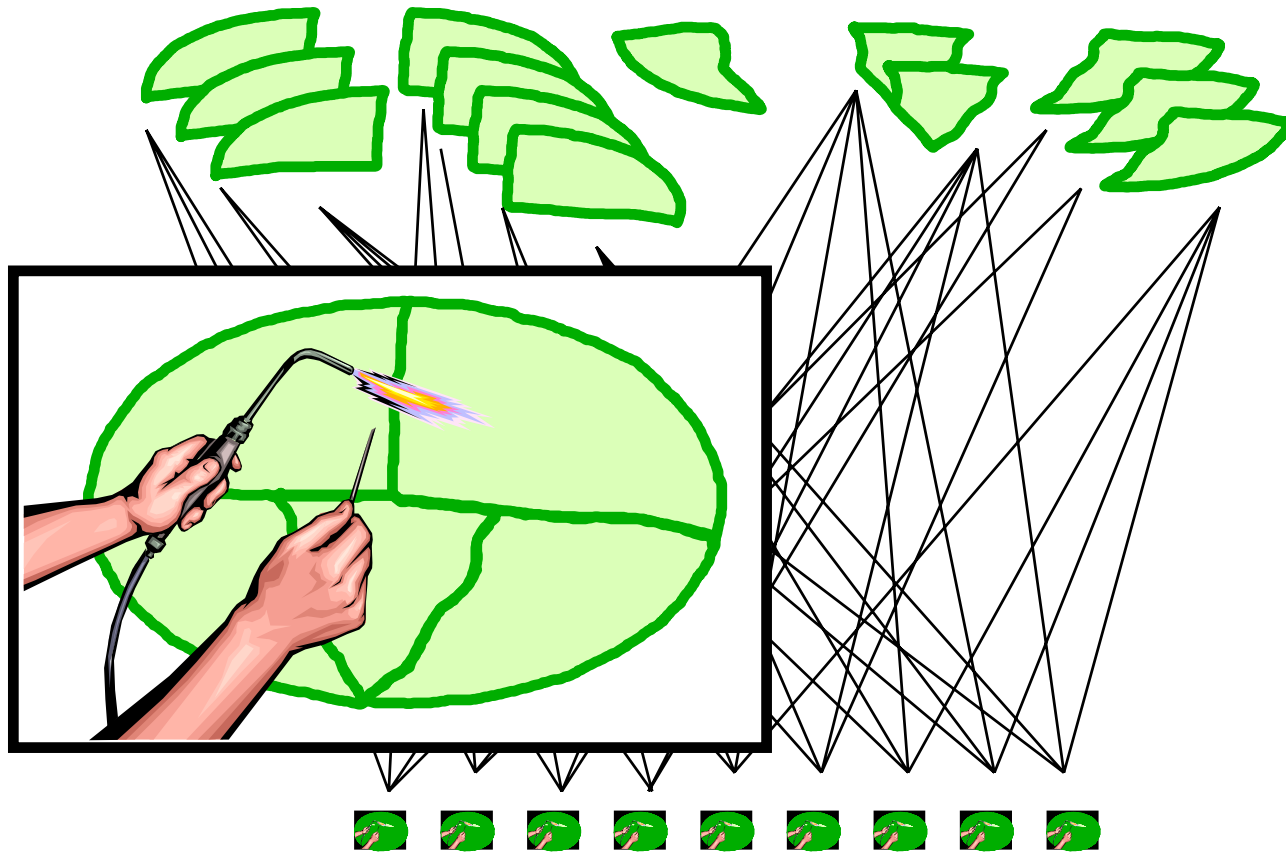
Produce several ideas



BRAIN POWER

Erik Lenz

Synthesis

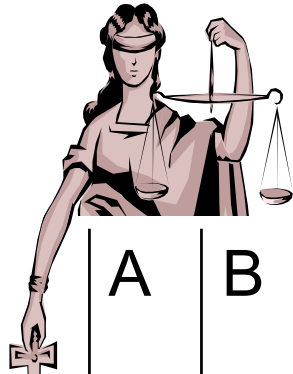


Options: A B C D E F G H I

BRAIN POWER

Erik Lenz

Evaluation



goal		A	B	C	D	E	F	G	H	I ...
fast	4	2 8	8 32	6 24	9 36	3 12	4 16			
cheap	9	1 9	1 9	8 72	8 72	10 90	8 72			
quality	7	10 70	9 63	7 49	6 42	3 21	8 56			
.....										
Σ	200	87	104	145	150	123	144			
	%	44	52	73	75	62	72			



BRAIN POWER

Erik Lenz

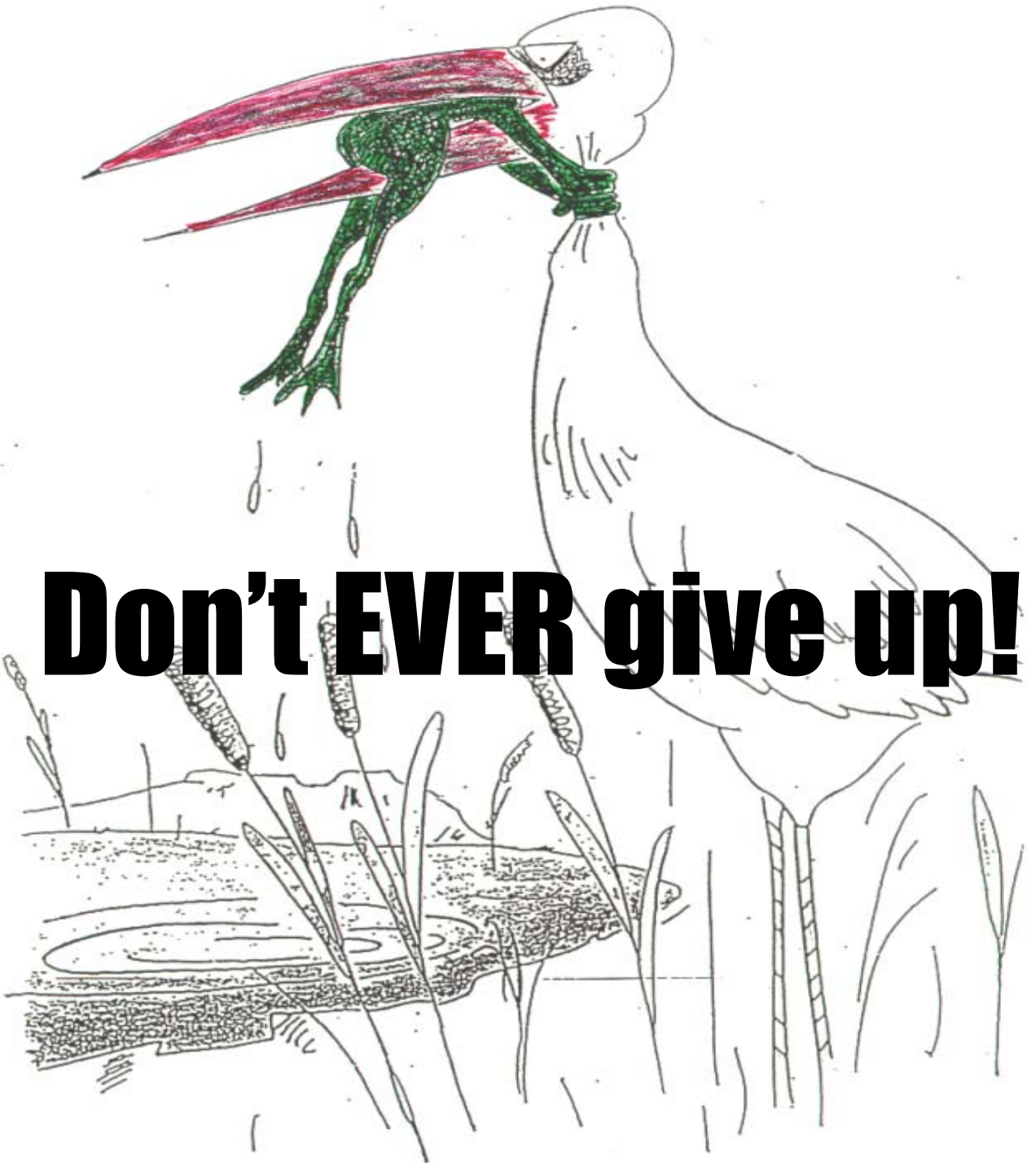
Decision



BRAIN POWER

Erik Lenz

Persistence

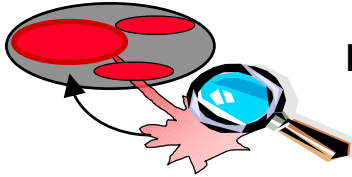


BRAIN POWER

Erik Lenz

Summary of GPSM

Notice Opportunities

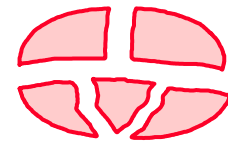


Problem- Definition

Step back (Wholeness, External solutions)
Close up (Delimitations, Focus)

Analysis

Problem / Is - situation
Goal / Should - situation



Definition: Optimum Solution

Highest expectations
Maybe solving even external problems?

Options

Check out existing solutions
Create new ideas (several!)

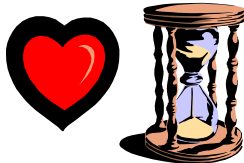


Synthesis

Combine all

Evaluation

Parameters from the goal



Decision

Implementation

JFDI

Problem solved ? No !
Yes !

Reason?

BRAIN POWER

Erik Lenz

Advantages of laughing

Bo G Erikson SVT1 99-12-11

positive thinking
creates team spirit
workout for our abs
mental training (get the joke)
increased flow of blood rises creativity
decrease stress and depression
resist infections and reinforce the immune system
might even have an healing effect



BRAIN POWER

Erik Lenz

Brain hemispheres

right

brain hemisphere

spatial information

picturing whole

pattern

music

fantasy

colors

rhythm

left

brain hemisphere

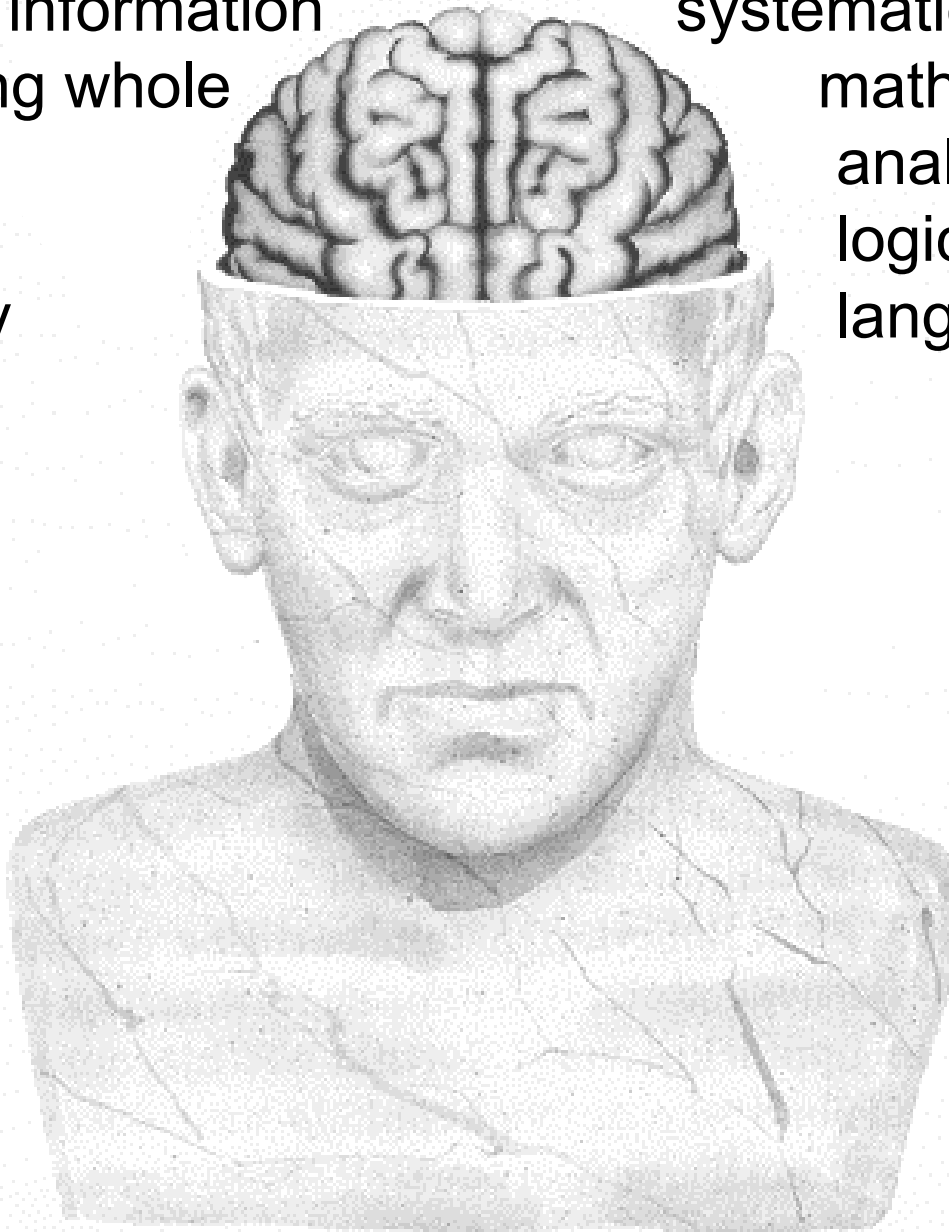
systematic order

math

analysis

logic

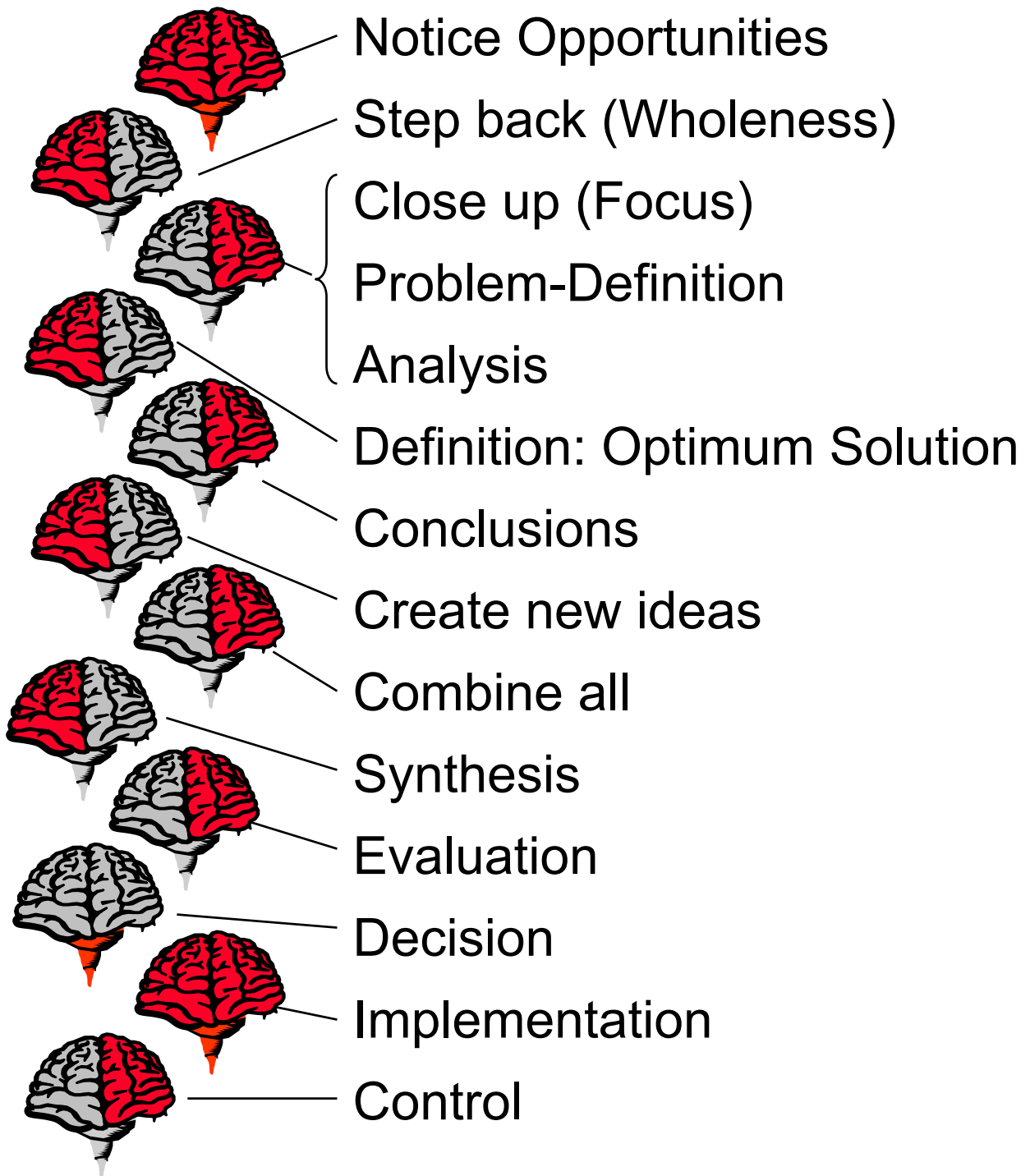
language



BRAIN POWER

Erik Lenz

GPSM and the brain



BRAIN POWER

Erik Lenz

How does GPSM optimize the brain usage?

combining intuition and rational thinking

listening to feelings vs obeying the thinking brain

consciously taking benefit of unconscious thinking

using the brains different intelligences and

using the brains different creativities



BRAIN POWER

Erik Lenz

Intelligences

Inter Personal
interact with others

Intra Personal
Interact with yourself

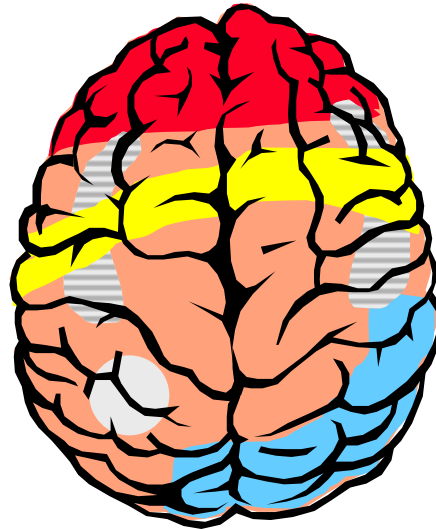
Body
sports, dance, surgery

Logic / Math
calculations, conclusion

Linguistic
poem, formulations

Spatial
orientation, chess

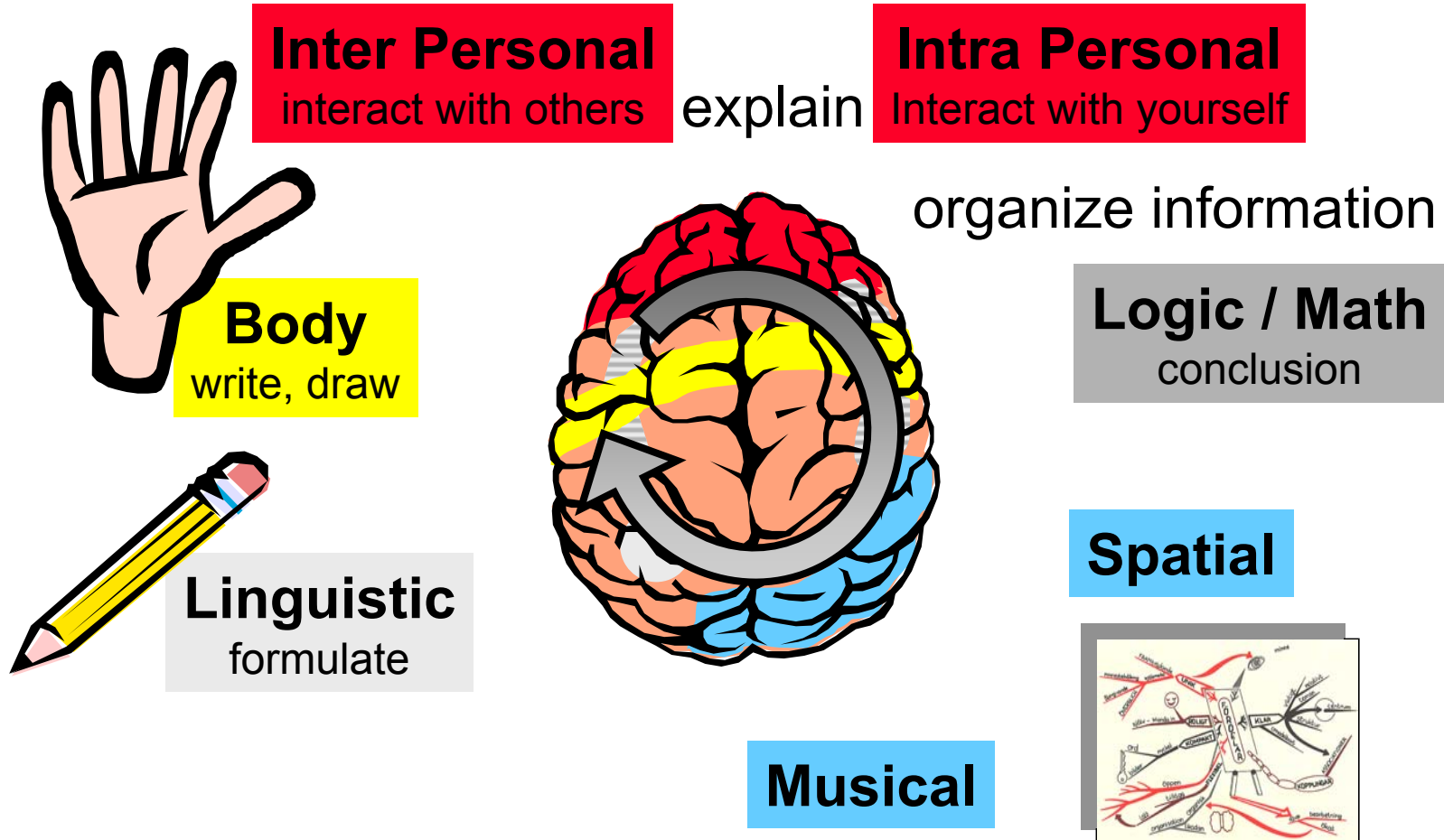
Musical
melody, rhythm



BRAIN POWER

Erik Lenz

The Creative Circulation



BRAIN POWER

Erik Lenz

Applications of GPSM

Guideline for time-saving and creative:



problem solving
decision making
rapport authoring
conflict management



conversations
meetings
speeches and
negotiations.



BRAIN POWER

Erik Lenz