



Want to keep learning?

This content is taken from the National Chiao Tung University's online course, [Using Creative Problem Solving](#). Join the course to learn more.

[View course](#)

3.12

Using Creative Problem Solving
National Chiao Tung University

Synectics as a Creative Problem Solving System

Synectics is one of the creative problem-solving techniques. It emphasizes metaphor, imagery, emotion, energy, and procedural approaches that focus on private listings. Like brainstorming, synectics suspends judgment; while synectics widens and deepens the process of suspending judgment in more different ways than brainstorming does. Some characteristics are introduced below.

First, synectics allows judgment of the problem description to be suspended. Second, synectics encourages alternative perceptions of the problem, again expressed without challenge. Third, synectics uses obvious irrelevant thoughts and images as clues to new ideas. Fourth, synectics allows absurd ideas. Last, synectics uses excursions to reproduce the phenomenon of getting new ideas apparently from nowhere.

The methods mentioned above form a series of connections, which reconstruct concepts and ideas and can bring two unrelated ideas together.

Synectics has another function called *idea development*. This process takes new approaches that are not practical and modifies them into feasible courses of action.

Synectics has three dimensions: *creative thinking*, *creative action*, and *creative behavior*. **Creative thinking** is a technique to generate new ideas. **Creative action** is the implementation of these ideas, and **creative behavior** is the behavioral skills required to build a supportive atmosphere, which is important for both the two preceding dimensions. Above all, creative thinking includes and transcends brainstorming, but the creative action and creative behavior are mostly missing in brainstorming.

To sum up, synectics is a creative problem-solving technique much more complex than brainstorming, which misses out some processes that synectics embed.

After reading this article, we want to know your opinion. Please share your responses with your fellow students in the comments!

Reference:

Nolan, V. (2010). "Synectics as a creative problem-solving technique." <http://synecticsworld.com/synectics-as-a-creative-problem-solving-technique/#>. (Feb. 1st, 2016)

© National Chiao Tung University



Share this article:



This article is from the free online course:

Using Creative Problem Solving

National Chiao Tung University

[Sign in](#)
[Find out more](#)

More courses you might like

Learners who joined this course have also enjoyed these courses.

<p>University of Leeds</p> <p>Innovation: the Fashion Industry</p> <p>Understand how big fashion retailers innovate and discover the story behind a favourite piece of your clothing.</p> <p>📅 2 weeks ⌚ 2 hrs per week</p> <p>🔓 Included in Unlimited</p> <p>Find out more</p>	<p>University of Leeds</p> <p>Effective Fundraising and Leadership in Arts and Culture</p> <p>Improve your chances of raising funds for arts and culture by developing your leadership and entrepreneurial skills.</p> <p>📅 2 weeks ⌚ 4 hrs per week</p> <p>🔓 Included in Unlimited</p> <p>Find out more</p>	<p>International Confederation of Societies of Authors and Composers (CISAC)</p> <p>Copyright and the Business of Creative Industries</p> <p>Explore the role of copyright in the creative and cultural industries.</p> <p>📅 4 weeks ⌚ 3 hrs per week</p> <p>🔓 Included in Unlimited</p> <p>Find out more</p>

Browse more in [Business & Management](#) and [Creative Arts & Media](#)

[Innovation](#) · [Professional Development](#)

[View all courses](#)

Subjects

Courses grouped by subject

Short courses

Learn new skills with a flexible online course

Microcredentials and programs

Earn professional or academic accreditation

Online degrees

Study flexibly online as you build to a degree

FutureLearn's purpose is to transform access to education.

Be the first to hear about our latest courses by signing up to our mailing list.

[Sign up](#)

About FutureLearn

Our story
Our team
Our values
Our learners
Our blog
Jobs
Press

Learning with FutureLearn

Using our platform
An effective way to learn
Learning guide
Certificates
Unlimited
Shop

Need some help?

FAQ
Child safety
Contact

Developing Skills

Career advice
FutureLearn for Business
Healthcare training
Course collections

Course Providers

Current partners
Become a partner

Small Print

Terms and conditions
Privacy policy
Cookies
Code of conduct
Accessibility policy