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By Laura Hummell

An instructor using Synectics

and creative problem solving

Synectics: Introduction to the Model

Synectics is a creative problem-solving process developed by William J. J. Gordon and George Prince in the 1960s (Gordon, 1961). A result of Gordon and Prince observing brainstorming sessions that achieved varying levels of success, Synectics outlines the processes that people can use to help them overcome mental blocks while working on

