
Contents

| | |
|--|----|
| Introduction | ix |
| Chapter 1. Intelligence and Creative Competitive Intelligence | 1 |
| 1.1. Supplying intelligence | 1 |
| 1.2. Informational supply and creative competitive intelligence | 10 |
| 1.3. Creative class and creative competitive intelligence | 12 |
| 1.4. Creative competitive intelligence, objectives and means | 15 |
| Chapter 2. Researching and Identifying Trends | 17 |
| 2.1. Weak and strong signals and routine signals | 17 |
| 2.1.1. The puzzle method | 19 |
| 2.1.2. The 3S hypotheses method | 19 |
| 2.1.3. Researching routine signals | 20 |
| 2.2. Trends interpreted using graphs | 21 |
| 2.3. Sources of information on trends | 27 |
| 2.4. Algorithm of trend research | 32 |
| Chapter 3. Formatting, Analysis and Inspiration Using Trends | 37 |
| 3.1. Word clouds | 37 |
| 3.2. Boards, cartograms and trend books | 40 |
| 3.3. Note about researching images that relate to a trend | 44 |
| 3.4. Trend funnel and cartogram of opportunities | 48 |
| 3.5. Routine boards | 51 |

| | |
|--|-----|
| Chapter 4. Presenting and Analyzing Networks | 53 |
| 4.1. Overview | 53 |
| 4.2. Illustrating indirect links | 54 |
| 4.3. Illustrating links between individuals | 56 |
| 4.4. Demonstrating networks with multivariate entities | 60 |
| 4.4.1. Using star glyphs | 60 |
| 4.4.2. Using Chernoff faces | 61 |
| 4.5. Invisible chessboards | 64 |
| 4.6. Comparative analysis of networks using graphs | 66 |
| Chapter 5. Visual Tools for Problem Solving | 67 |
| 5.1. The great issues of problem solving | 67 |
| 5.2. Maps to express questions and ideas | 68 |
| 5.2.1. Mind maps | 68 |
| 5.2.2. Concept maps | 69 |
| 5.2.3. Lotus flower maps | 72 |
| 5.2.4. Ishikawa diagrams | 74 |
| 5.2.5. The tree to break down objectives | 76 |
| 5.3. Window tools to change perspective | 77 |
| 5.3.1. Crossing multiscreens | 77 |
| 5.3.2. Hyperspective multi-windows | 79 |
| 5.3.3. The customer experience corridor | 80 |
| 5.4. Business use cases and user stories | 82 |
| 5.4.1. Business use case diagrams | 82 |
| 5.4.2. User stories | 84 |
| 5.5. User experience maps | 84 |
| Chapter 6. Investigating the Past and Present | 87 |
| 6.1. Existing solutions | 87 |
| 6.1.1. Go and see what is done in other regions | 88 |
| 6.1.2. Go to see what is done in other sectors | 89 |
| 6.1.3. Go and see what exists in nature | 91 |
| 6.2. Lateral thinking of obsolete technologies | 94 |
| 6.3. The C-K theory for design | 96 |
| 6.4. Investigating blue oceans | 99 |
| 6.4.1. Strategic canvas | 100 |
| 6.4.2. Forgotten customers | 101 |
| 6.5. Crossing of current trends | 103 |

| | |
|--|-----|
| Chapter 7. Inspiration Using TRIZ | 107 |
| 7.1. A few general points about TRIZ | 107 |
| 7.2. The innovation principles | 108 |
| 7.3. Matrix of (technical) contradictions | 109 |
| 7.4. Separation principles | 112 |
| 7.5. Eras and laws of technical system evolution | 113 |
| 7.6. Analyzing the technical system | 117 |
| 7.7. The ideal final result (IFR). | 119 |
| Chapter 8. Reasoning with the Aid of Operators | 121 |
| 8.1. Search operators of expressions of avenues for innovation | 121 |
| 8.2. The easy choice operators and their negation | 124 |
| 8.3. Verbal operators | 127 |
| 8.3.1. SCAMPER. | 127 |
| 8.3.2. Mathematical operators (the most basic ones) | 128 |
| 8.3.3. DTC operators. | 128 |
| 8.3.4. FRED ASTAIRE operators | 129 |
| 8.4. Operators using the imaginary. | 130 |
| 8.4.1. The operator using super powerful characters (SPC) | 130 |
| 8.4.2. The operator inspired from science fiction (ISF) | 131 |
| 8.5. Combined techniques | 135 |
| 8.5.1. The use of the Sequencer | 135 |
| 8.5.2. Crossing of windows and operators | 136 |
| 8.6. The analogical operators | 138 |
| 8.6.1. Simple usage of an analogy matrix | 139 |
| 8.6.2. Using Synectics | 141 |
| Chapter 9. Use of Games for Serious Purposes | 143 |
| 9.1. Some forms of games | 143 |
| 9.1.1. A game as an attitude or support | 144 |
| 9.1.2. The game as a design goal. | 145 |
| 9.2. The game for serious purposes | 148 |
| 9.3. Information bingo to monitor speeches | 150 |
| 9.4. The semantic brainball to find ideas | 153 |
| 9.5. Keyword battleships. | 155 |
| Chapter 10. Diversion of Role-playing Games | 159 |
| 10.1. Role-playing games | 159 |
| 10.2. Knowledge acquisition through role-playing | 160 |
| 10.3. The personas | 160 |
| 10.4. The court of ideas | 164 |

| | |
|---|------------|
| 10.5. The seven creative families | 168 |
| 10.6. Investigation trees | 169 |
| 10.7. Complex route mapping | 171 |
| 10.8. The investigation of possible futures | 172 |
| Chapter 11. Tactical or Strategic Reflection and Wargames | 175 |
| 11.1. Reasoning by military analogies | 175 |
| 11.2. Free business wargames | 179 |
| 11.3. Product clash maps | 182 |
| 11.3.1. Choice and preliminary data collection, development of questionnaires | 182 |
| 11.3.2. Drawing the bottom of the map/terrain | 185 |
| 11.3.3. Placing pawns and estimating movements: the simplified version | 186 |
| 11.3.4. Placing pawns and estimating movements: the detailed version | 187 |
| 11.3.5. Reasoning using product clash maps | 189 |
| 11.4. The strategic goban | 189 |
| Chapter 12. Use of Objective-based Games | 195 |
| 12.1. A small point about games with a purpose | 195 |
| 12.2. The strategic and creative shoot (SCS) | 196 |
| 12.2.1. SCS, strategic round | 197 |
| 12.2.2. SCS, creative round | 199 |
| 12.2.3. SCS, counter-attack or second level | 201 |
| 12.3. The Rummy of attributes | 203 |
| 12.4. The Small Horse Challenge | 205 |
| 12.5. The informational and creative centipede | 209 |
| Chapter 13. Creative Competitive Intelligence and Territorial Intelligence | 215 |
| 13.1. Territory in question | 215 |
| 13.2. Problems with creative competitive intelligence and territorial intelligence | 217 |
| 13.3. Geo-strategic approach | 220 |
| 13.4. Risk approach with <i>Clue Storming</i> | 223 |
| Conclusion | 229 |
| Bibliography | 233 |
| Index | 241 |