

(b) Synectics

This technique was developed by William J.J. Gordon. It is recently formalized tool of creative thinking. The word Synectics is a Greek word, meaning the fitting together of diverse elements. The basic purpose of

synectics is to stimulate novel and even bizarre alternatives through the joining together of distinct and apparently irrelevant ideas.

The selection of members to synectics group is based on their background and training. The experienced leader states the problem for the group to consider, group reacts to the problem stated on the basis of their understanding and convictions. When the nature of the problem is thoroughly reviewed and analyzed, group proceeds to offer potential solutions. The leader has to structure the problem and he/she can use various methods to involve the preconscious mind, like role-playing, use of analogies, paradoxes, metaphors and other thought provoking exercises. This helps in generation of alternatives. The technical expert assists the group in evaluating the feasibility of ideas. It also suffers from some limitations of brainstorming. This is more useful and appropriate for solving complex and technical problems.

(c) Nominal Grouping : This was developed by Andre Dellbecq and Andrew Van de Ven. Nominal group is very effective in situations where a high degree of innovation and idea generation is required. It is highly structured and follows following stages :

Stage-I : Around seven to ten participants with different background and training are selected, familiarized with a selected problem like what alternatives are available for achieving a set of objective.

Stage-2 : Each member is asked to prepare a list of ideas in response to the identified problem, individually for achieving a set of objective.

Stage -3 : After ten minutes, the member shares ideas, one at a time, in a round-robin manner. The group facilitator records the ideas on a blackboard or flip chart for all to see.

Stage-4 : Each group member then openly discusses and evaluates each recorded ideas. At this point, it may be rewarded, combined, added or deleted.

Stage-5 : Each member votes ranking the ideas privately. Following a brief discussion of the vote, a final secret ballot is conducted. The group's preference is the arithmetical outcome of the individual voter, these are followed by concluding meeting.