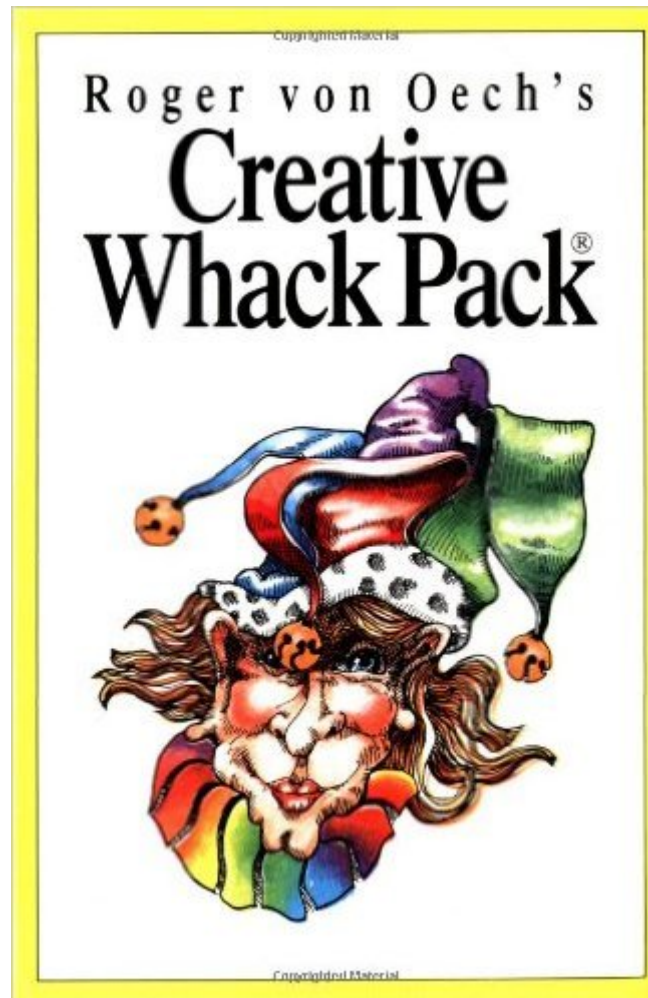


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# Creative Whack Pack



## Synopsis

An illustrated deck of 64 creative thinking strategies that will whack you out of habitual thought patterns and enable you to look at your life and actions in a fresh way. Use the cards alone or with others to seek innovative solutions to issues. Created by best-selling author von Oech, the cards have been used by many organizations, including NASA, in strategy development and problem solving. Complete with detailed instructions.

## Book Information

Cards: 64 pages

Publisher: United States Games Systems (November 1989)

Language: English

ISBN-10: 0880793589

ISBN-13: 978-0880793582

Product Dimensions: 1 x 3 x 4.5 inches

Shipping Weight: 7.2 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (61 customer reviews)

Best Sellers Rank: #34,350 in Books (See Top 100 in Books) #56 in [Books > Religion & Spirituality > New Age & Spirituality > Divination > Tarot](#) #162 in [Books > Self-Help > Creativity](#) #487 in [Books > Humor & Entertainment > Puzzles & Games](#)

## Customer Reviews

The Creative Wack Pack consists of 64 cards each focusing on a different creativity principle. The 64 cards are divided into four sixteen card suits: Explorer, Artist, Judge, and Warrior. These represent the four roles or types of thinking of the creative process. The Explorer is your role for discovering the resources you'll use to create new ideas. The cards in the Explorer suit highlight places and ways to find new information. The Artist is your role for transforming your resources into new ideas. The cards in the Artist suit provide you with idea-generating techniques. The Judge is your role for evaluating an idea and deciding what to do with it. The cards in the Judge suit lend decision making advice. The Warrior is your role for implementing your idea. The cards in the Warrior suit give you the "kick" you need to get your ideas into action. There are several ways the cards can be used. One of the best is the "Creative Licencing at Meetings". At the beginning of a meeting, deal out five cards to each participant. The cards give each person permission to make a point related to that card as you work through the meeting agenda. A participant may play a card at any time if he or she feels that its message will help the meeting. Some examples of cards: Card

#27 - CHANGE ITS NAME - If a architect looks at an opening between two rooms and thinks "door" that's what she will design. But if she thinks "passageway", she may design something much different like a "hallway", "air curtain", "tunnel", or perhaps a "courtyard". Different words bring in different assumptions and lead your thinking in different directions.

I am a raving fan of Roger von Oech's creative work as embodied in his books & card decks, namely:Books:- A Whack on the Side of the Head;- A Kick in the Seat of the Pants;- Expect the Unexpected;Card Decks:- Creative Whack Pack;- Innovative Whack Pack;- Ancient Whacks of Heraclitus;I have used all his creativity stuff ever since I started my own strategy consulting (& book store) business in late 1991.From my personal & professional experience, I would like to say that the entire collection of Roger von Oech's creative work has been designed to serve three strategic purposes:- understanding - & removing - your mental blocks;- breaking your habitual patterns;- shifting your focus & changing your paradigms;As a matter of fact, once you appreciate & commit to these three strategic purposes in your life, you will soon realise that there is nothing in this world to stop you from getting rid of old ideas & getting new & fresh ideas.Allow me to quote Edward de Bono: "...the mind is habitually uncreative - it is usually preoccupied with organising masses of incoming data into convenient patterns. Once this pattern is established, then the mind tends to rely upon that pattern in future situations, in order to facilitate decision making & action in an otherwise complex world..." (The Use of Lateral Thinking).Breaking old habitual patterns is definitely the first & foremost priority in your journey to creativity!Once you shift your focus, you begin to change your paradigms or the way you look at the world around you. Always remember this: Your brain follows the direction of your dominant thought.

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