



innovation

i imagine.

i intuit.

i illuminate.

i invent.

i inspire.

i inovate.

SUNY 
GCC

Genesee Community College



**Deliberate Creative
Problem Solving**

**Person, Process,
Press, Product**

Creative Climate

Divergent Thinking

Brainstorming

Force Fit

SCAMPER

Mind mapping

Convergent Thinking

Hits

Highlighting

Card Sort

LCOB

Evaluation Matrix



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