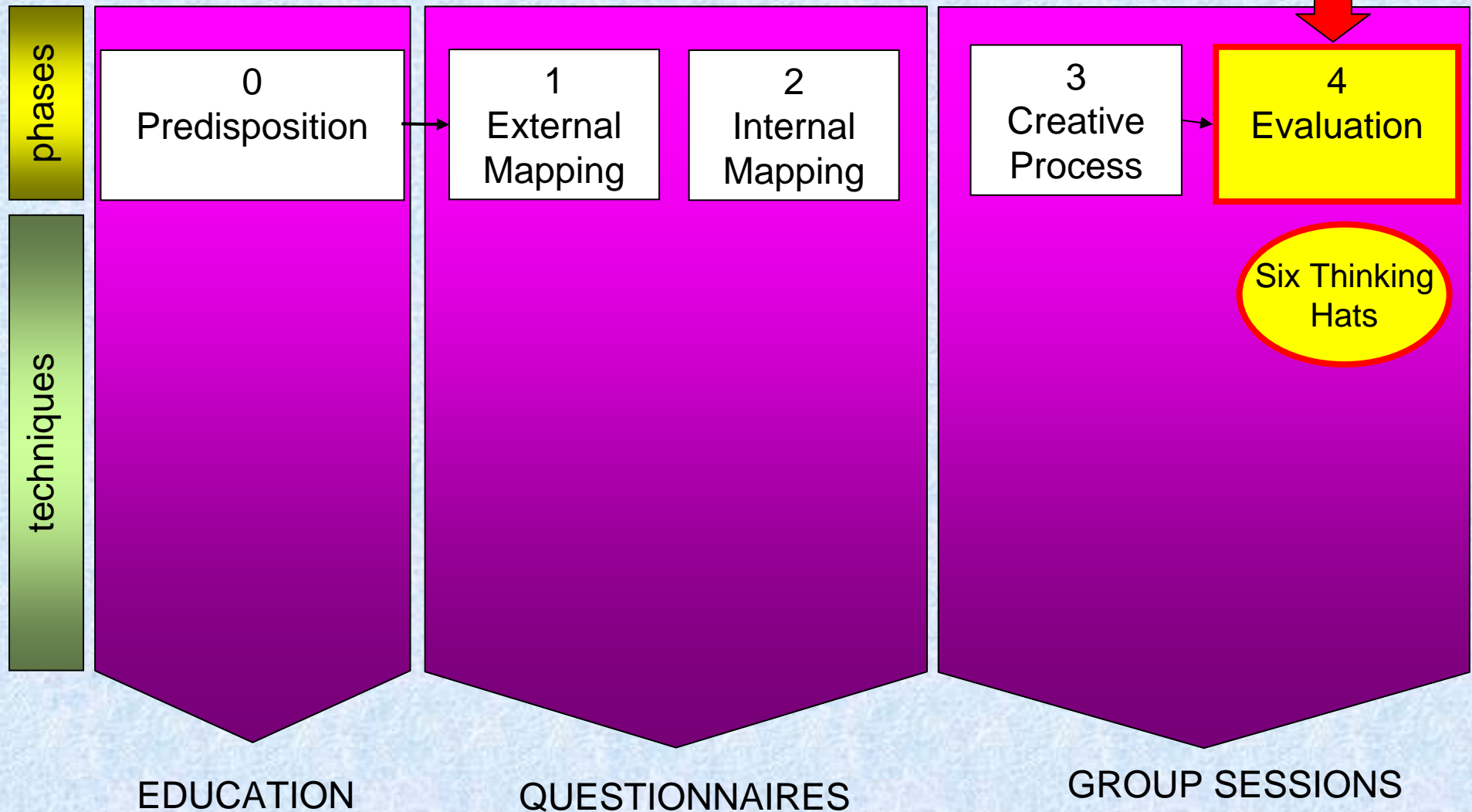


SIX THINKING HATS

**A COLOURED TECHNIQUE
FOR EVALUATION**

TOOLS

WE ARE HERE!



Are you really the same person if you wear different hats???



Author of the technique: E. De Bono (1985)

HOW WE THINK...

✗ Different ways of thinking:

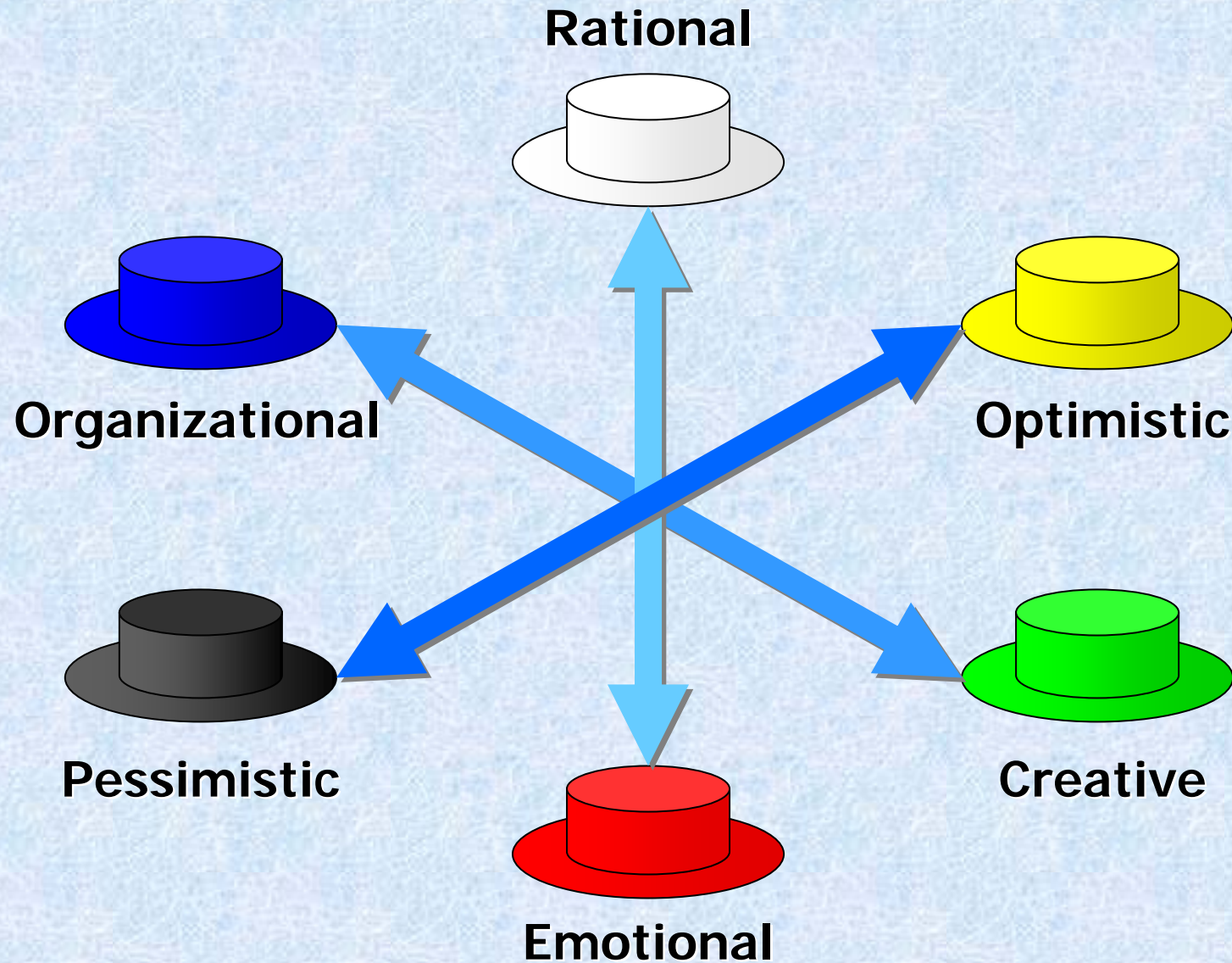
- information
- logic
- emotions
- desires
- creativity



✗ We think in different ways simultaneously, often generating confusion

Ex.: we look for a **logical excuse** for **emotions**

6 HATS = 6 WAYS OF THINKING



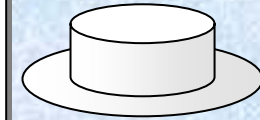
WHY... SIX HATS?

- ✓ To play a part
*(if you wear a clown's dress,
you can behave like a clown!)*
- ✓ To protect yourself
*(you can freely express
your **EMOTIONS!**)*
- ✓ To pay attention
to every aspect of a problem
- ✓ To change your register
(stop being pessimistic!)

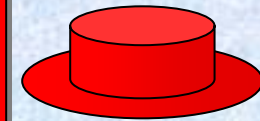


BASIC RULES

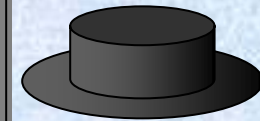
1) WHITE: **ABSENCE** of colour...
neutrality, data, numbers, facts, information



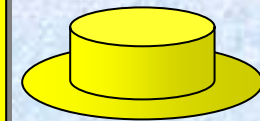
2) RED: like **PASSION!**...
emotions, sensations, premonitions, intuitions



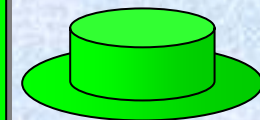
3) BLACK: like **THUNDER!**...
negative aspects, risks, problems



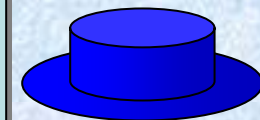
4) YELLOW: here comes the **SUN!** ...
positive aspects, constructive attitude, opportunities



5) GREEN: like **GRASS**...
fertility of thoughts, new ideas, creativity

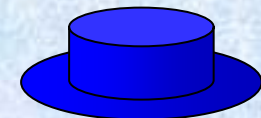
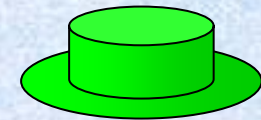
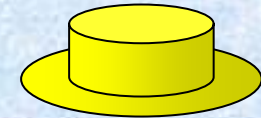
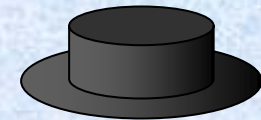
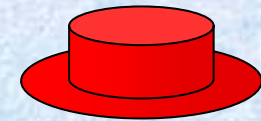
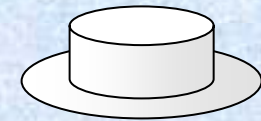
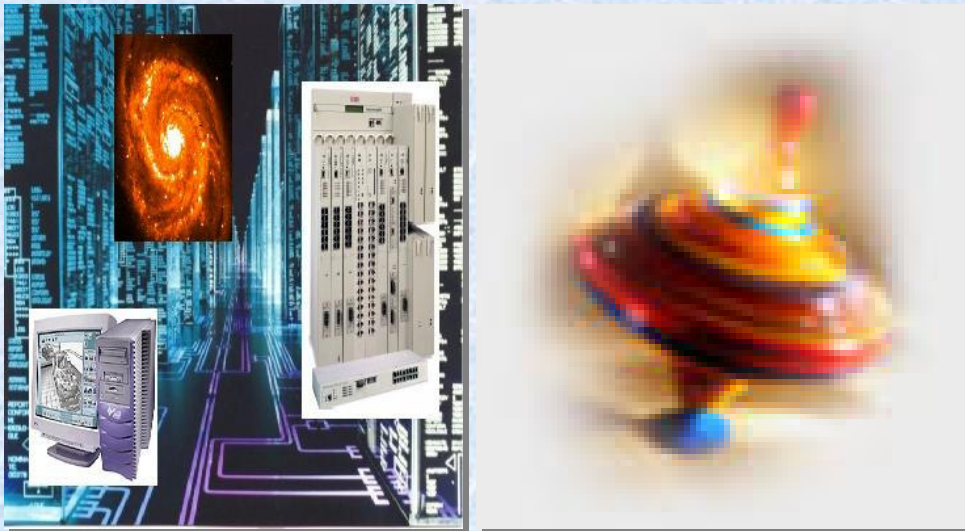


6) BLUE: like the **SKY** above us...
supervision, control, direction



BASIC RULES

- *“Let’s put the white/red/black/yellow/green/blue hat on”*
- *No more exhortations or reproaches*



WHITE HAT

... like a **COMPUTER!!**

Data, numbers

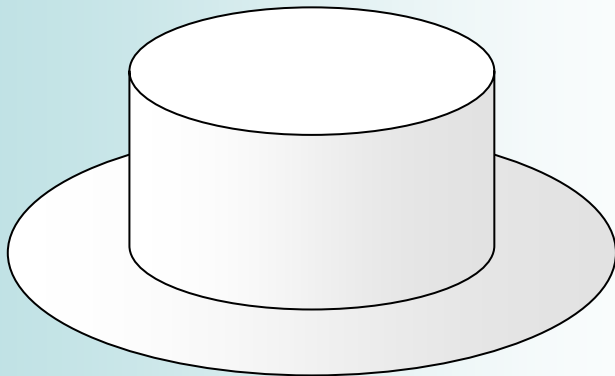
Information

Real things

Things said by others

WHITE HAT

"Let's put the white hat on"



- ✓ NO interpretations
- ✓ NO opinions
- ✓ Precise and specific questions
- ✓ 2 levels of information:
 - controlled facts
 - believed facts

THE RED HAT

... like **PASSION!!**

Do you see red?

Emotions & sensations

Premonitions

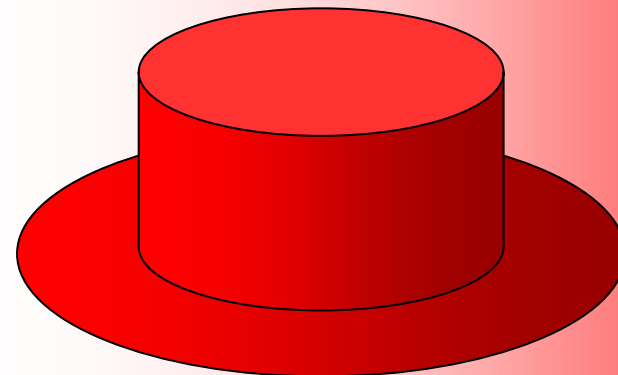
Intuitions



THE RED HAT

"Let's put the red hat on"

- ✓ Reactions & concerns
- ✓ NO justifications
- ✓ NO need to explain reasons
- ✓ Visible sensations



Two categories:

- 1) common emotions (fear, aversion, suspicion)
- 2) premonitions, impressions, aesthetic regards

THE BLACK HAT

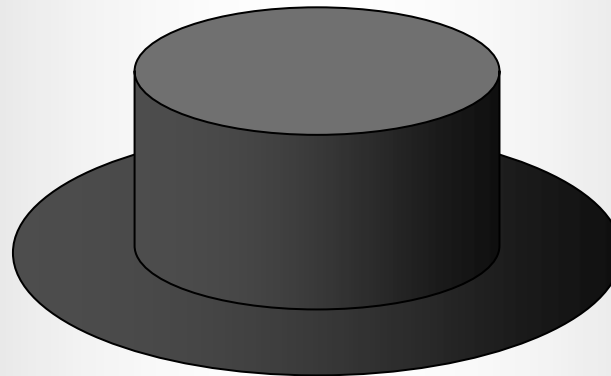
...like **THUNDER!!**

Devil's advocate
Negative judgments

Why isn't
your idea good?

THE BLACK HAT

"Let's put the black hat on"



- ✓ critical judgment
- ✓ pessimism

STEPS:

- 1) is the premise valid & well-grounded?
- 2) is the consequence correct?
- 3) is the consequence necessary?
- 4) is it possible to find other consequences (or conclusions)?

THE YELLOW HAT

...like the
SUN!!

Brilliance, luminosity

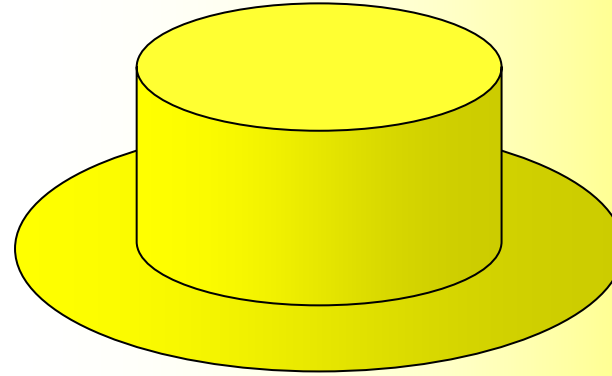
Optimism

Opportunity

Positive logical judgments
(not emotional)

THE YELLOW HAT

"Let's put the yellow hat on"



- ✓ advantages (gain & benefits)
- ✓ towards positive results (efficiency & feasibility)
- ✓ concrete and precise suggestions
- ✓ prediction about the future
- ✓ dreams & fancies

THE GREEN HAT

...like **GRASS!!**

Fertility, creativity

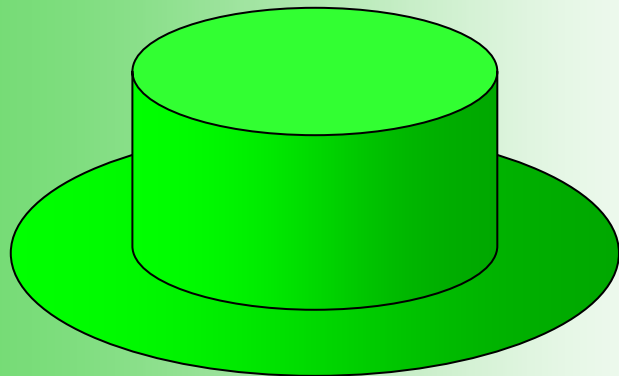
Plant from the seed

Movement, provocation

Random words

THE GREEN HAT

"Let's put the green hat on"



- ✓ NEW ideas, concepts, perceptions
- ✓ NEW approaches to problems
- ✓ change
- ✓ alternatives & options
- ✓ lateral thought
- ✓ humour
- ✓ beyond what is well-known

THE BLUE HAT

...like the **SKY!!**

Coldness & control

Conductor

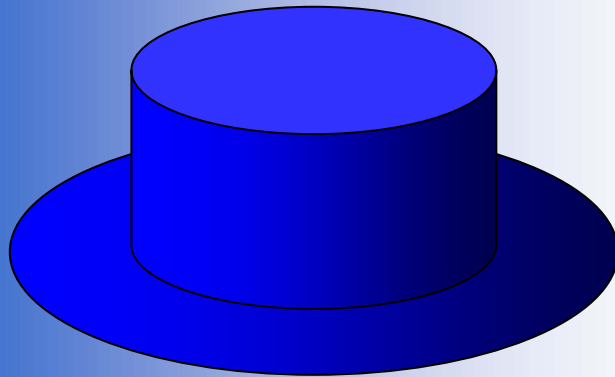
Thought about thought

Plan, organize



THE BLUE HAT

"Let's put the blue hat on"



- ✓ instructions to think
- ✓ organization of thought
- ✓ control & respect of the rules
- ✓ right questions
- ✓ define the problem
- ✓ define the targets
- ✓ explorative questions
- ✓ summaries, conclusions, data, ...

Application to a DERBI product



IDEA:

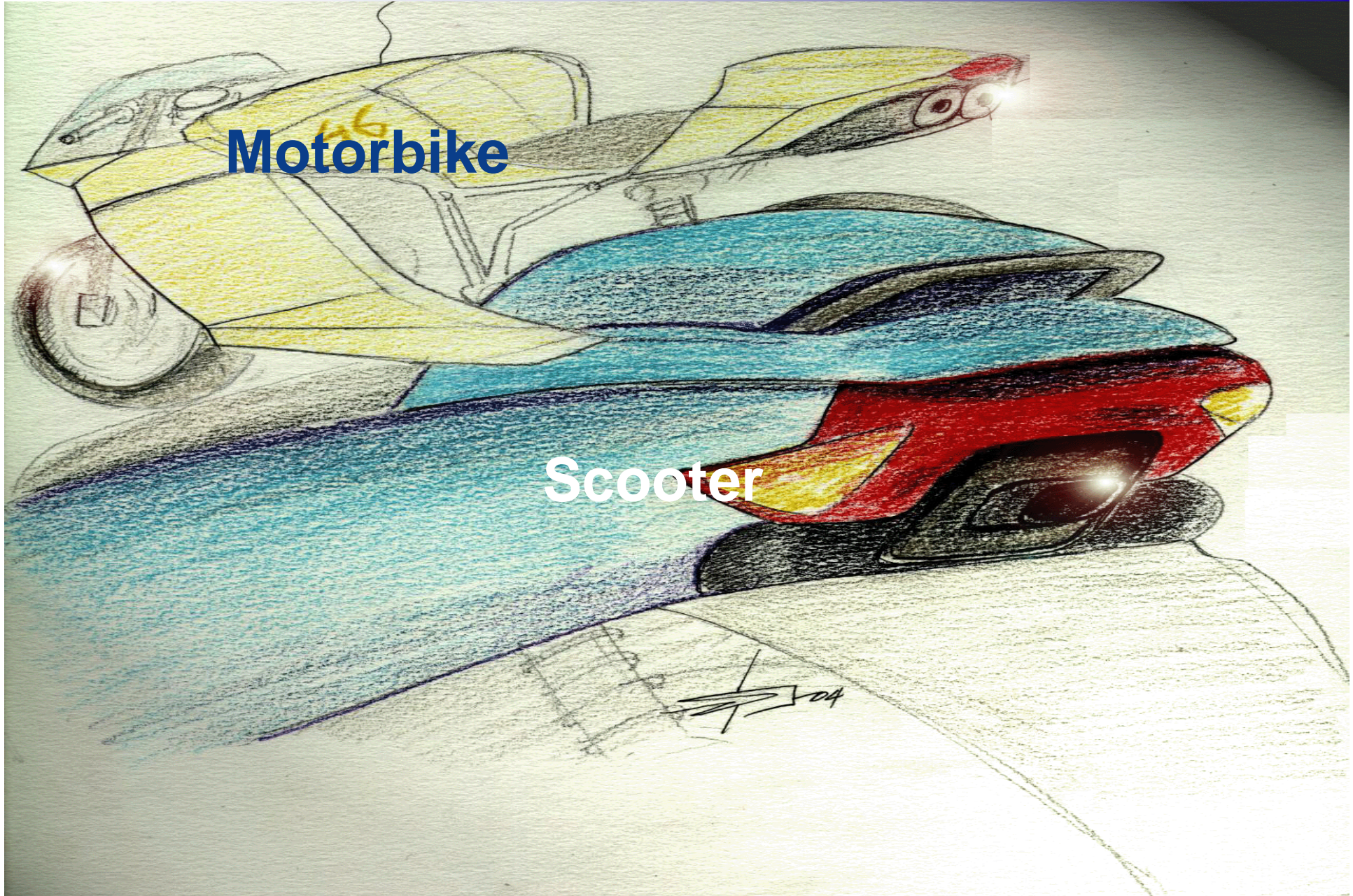
Hide the scooter's silencer from sight by inserting the exhaust pipe into the tail

Evaluation with the six thinking hats method



Motorbike

Scooter



WHITE hat

**The idea consist into
combining the exhaust pipe
into the tail like GP motorbikes**



YELLOW hat

- aesthetic improvement
- More safety owing to the elimination of accidental burns due to contact



BLACK hat

- Difficult maintenance for the exhaust pipe
- Less room for the carrier under the seat
- Heavy heat insulation needed between pipe and plastic



GREEN hat

- Build a more compact exhaust pipe



RED hat

- power
- aggressiveness
- desire to be the centre of attention
- desire of possession

- ...



BLUE hat

Overall this idea seems good:

- apparently there are no big technical issues
- it stirs up mostly positive emotions
- problems pointed out by the black hat are not insormountable



CONTACTS:

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