

# Your 'Wishes' May Help To Solve Creative Problems

by Jay Anthony  
Special to the DTH

Twelve guys sitting in armchairs and sofas. Large sheets of newsprint taped to a wall. The soft whirr of a tape recorder taking everything in. One man standing with a kindergarten crayon in his hand. This is a class at the University of North Carolina in Chapel Hill.

The place is on of the students' living room. The newsprint is used to record "wishes." The man is the teacher. The class is Psychology 144, Creative Problem Solving.

Bill Korih is the teacher. He's a Ph.D. candidate in psychology and this credit course is part of his dissertation work. The basic idea is for the group to find creative solutions to practical problems.

An expert with a problem presents it to the group. The group asks questions to get all the facts about the problem. Then the students "wishes"—ideas which come to mind through association with parts of the problem.

The expert will respond to "wishes" which he thinks have possibilities. These "wishes" are then expanded into possible solutions. The expert can then take any or all of these and research them to find if one will solve his problem.

The problem, the "wishes", and the

possible solutions are all crayoned on the newsprint. This preserves them for further use and inspiration while the process is going on.

The leader with the crayon keeps the ideas moving. If the groups gets bogged down, the leader will send the students on an "excursion", a word association trip to loosen their minds. At the end of the "excursion" the group can reattack the problem on a freer path.

The positive gets the emphasis. You don't say a person's wish is bad, you point up what is good about it and add improvements. The use of metaphor is stressed as a way to create ideas.

Bill Korih got the idea for this unique course from an actual use of the method. Synectics, Inc., a small consulting firm in Cambridge, Mass., uses it commercially. The firm trains people in industry to use the method to solve company problems. As a second service Synectics actually solves practical problems for industries.

Bill spent a week at Synectics training to be a group leader. "I came back feeling more powerful—that I could change things," Bill hopes this carries over to the students.

Bill feels that by helping people to creatively solve problems in a group they can better do this as individuals. "It must be done in a group because that's how we operate most in life," Bill says.

Ideally the groups should be made up of seven or eight people. But so many students were interested in the new course that Bill has three groups of a dozen or more.

The students bring in problems they want solved. They act as the "experts" in the process. Monday night, Keith Nuttall was the expert.

Last summer Keith worked for the Shick Safety Razor Co. in New Haven, Conn. He helped conduct research into quality analysis of the company's razor blades.

Two groups of company employees shaved each day with two different blades. They were asked to compare the blades on a prepared form. One group shaved at home while the other shaved in the plant during a half-hour break.

The problem arose when the researchers found that the in-plant testers weren't really interested in what they were doing. The majority of the group would use the two blades and then rate them as equal. The researchers knew this couldn't be because sometimes one or both of the blades was defective. Other tests by machine could analyze the technical quality of the blades but human comparison was needed to effect conclusions.

So the Chapel Hill class attacked Keith's problem. Students questioned him on technical aspects. They gathered all the information they needed to start making "wishes."

"I wish the employees could get a reward for doing well on the tests."

"I wish you could change the rating form to a more meaningful system."

"I wish I could get a good shave with any blade!"

Some of the wishes struck Keith as

possibilities to be delved into. These led to some possible solutions.

The six best employees in the tests would appear in a TV commercial.

Only those expressing a genuine interest would be used.

The employees would choose the best form from seven or eight possibilities.

Grow a beard!

Keith was satisfied. "I think I can take these solutions to the plant over Christmas vacation and try them out." Maybe a better evaluation system will come of it.

The other students are satisfied with the course, too.

"It's really helped me better related with others," says Neale Eckstein, senior psychology from Fayetteville. "I can work better in a group now."

David LaBelle, a junior religion major from Greensboro, took the course on a whim but now realizes how useful it can be. "I unconsciously start making wishes now which begin to generate solutions to problems," says David.

This, of course, is Bill Korih's aim. It's his job to "make them realize the group's fullest potential."

The group is now seeking out experts with problems and each member has to bring in such a person during the semester. So if you're stumped on something, call David LaBelle, 967-3286, and he'll arrange a session for you. You may get so wrapped up in the method that you'll go back to get on the other side and generate some solutions. It's that kind of course.

# Campus Calendar

**First Annual Kappa Sigma Backyard Basketball Tournament** Three-man teams from fraternities will oppose each other for the **Campus three-man Championship Tournament** begins at two p.m. Thursday the 29th of October. Come out and cheer. Refreshments will be sold.

Interviews will be held Thursday and Friday form 3-5 in Suite B of Union for persons wishing to run for election to Men's Honor Council.

LOST: To whom it may concern: Please return the brown wallet belonging to J.B. Davis—115 Lewis. You can keep the money and the Chicago tickets, but please have enough decency to return the wallet. Turn in at Student Union desk of call 933-1527. No questions asked?

LOST: Plastic contact case with blue contacts in it. Lost in Dey or on way to Coker. If found, please call Nancy Culp, 933-1748. Reward offered.

LOST- 1 Nikon Photomic FTN w/50mm f 1.4 lens and case somewhere in Union Monday night October 19.

LOST: little red pocketbook, with I.D. around Howell Hall. Call Barbara Campbell at 933-9024.

LOST: To whom it may concern: It would be greatly appreciated if you would return the wallet you borrowed from 825 Morrison. Keep the money and the Chicago tickets if you wish. But I would like to have the other incidentals included inside. Turn it in at the Union desk or at the desk in Morrison or call Rico at 933-4033. No questions asked or hard feelings if returned immediately.


LOST: Spiral Notebook with green-tinted pages, bound at the top and labeled French 145. If found, please turn in to linguistics office, 2nd floor Dey Hall, or undergrad library desk of call Ann Travis, 929-2407.

Found: in Naval Armory parking lot. Poli. Sci. 86 notebook. Call 967-1235 after 5 on weekends of 933-1133, 8-4:30 Mon.-Fri.

Lost: Black billfold picked up in Woolen Gym Oct. 27. Reward; no questions asked. W.M. Holland, 967-2366.

LOST: A female beagle-terrier puppy. Colors, black and brown. Responds to name Pancake. Five Dollar reward. Call 942-3050.

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Introductory Lecture by  
Ronald Michalove and  
David Miles  
5 P.M. Thurs. Oct. 29, 1970  
RM. 202-204 Student Union

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**THE FIRESIDE GIRL OF THE WEEK**



Miss Anne Randolph, a sophomore from New Orleans, is this week's Fireside Girl. She is modeling a lavender pantsuit with reptile trim by Craig and a white hat by Betmar.

**WAR**

WILL BE UNLEASHED TOMORROW

**FEATURING ON STAGE**  
**FRIDAY 4 to 8pm**  
**GOOD SOUNDS**  
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**DTH Classified**

Golfers, take advantage of this sale: MacGregor XP-70 Jack Nicklaus clubs and Spalding bag, never used (won in Contest) only \$165. Bryan Cummings, 968-5954.

WANTED: Male to take up lease in Granville Towers West. Please call 929-6228 after 8.

UNIV. OF GA. BOUND: Two girls desperately need ride to Athens or Atlanta on Friday Oct. 30. Will pay all expenses. Call 933-1988 or 933-1912.

'69 YAMAHA 250. Runs Great. 5500 mi. Includes helmet, 2 repair manuals. \$350. Call 967-8017.

Did you get your free UNC desk blotter? Pick up at Student Stores, Daniels Bldg.

FOR SALE: V-M stereo amplifier. 150 watts peak (75 watts per channel) 5 inputs, \$60. Call Larry Hancock 968-9062 or 968-9305.

FOR SALE: Irish hand-knit garments—100% pure wool and genuine handknits. Includes sweaters, caps, belts, etc. at prices well below usual Chapel Hill prices. Phone Claire or Conor 967-3872.

Reward for return of wallet belonging to Francine Jupiter contact at 967-5112 or School of Public Health.

FOR SALE: Yamaha 350 — 1967 — engine rebuilt. Very good condition — asking \$350 — Richie 966-2546. Bo is coming.

FORE SALE: Wollensak Stereo Tape Recorder \$80. Belair Stereo 8-track cartridge player and AM/FM radio — \$90. 966-9093.

2 roommates wanted immediately for two bedroom apartment at Royal Park Apts. Call 967-4807.

Help Wanted: Parttime telephone operator for work morning hours 7 to 10. Must have pleasing voice. Private corporation pays very good. Call 933-4835 for interview.

DYNAMITE THEATRE takes up where Busby Berkeley left off. Tryouts: Thurs. — Fri. Oct 29-30, 6-10 P.M. Graham Memorial. Let's make magic.

SKIS FOR SALE: Kastle model CPM 70's complete with Marker Rotomat Bindings. 1 yr. old. New \$200, sacrifice \$100 or highest offer. Call Rick 929-5594.

POETRY—WANTED: for cooperative poetry anthology. Please include stamped envelope. Send to: Idewild Press, 1807 East Olympic Blvd., Los Angeles, Calif. 90021.

FOR SALE: 1960 Austin-Healy 3000. \$500 or best offer. 929-4866.

WANTED: Room in Granville Towers. Will trade my room in Ehringhaus plus \$5 cash. Call 933-5246 after 7 P.M. Need immediately.

Need a party house? Cabin available every night of week. \$20 a night. 942-5012.

If college is putting the hurt on your wanderlust, find out about World Campus Afloat. Go to college while sailing around the world on a Holland-America Lines Steamship; four months of exploring your world earns you a fully accredited complete semester of college. Talk to the man from World Campus Afloat in the lobby of the Union Thursday and Friday, 10 to 4. Free movie 2:30 Sunday in the Durham Hilton, "A Semester at Sea." Talk with former students.

Honda 305 Scrambler CL77. Good condition with helmet and shop manual. \$350 or make offer. 967-3703.

GIBSON ELECTRIC BASS for sale: EB-2D with plush lined hardshell, seven months old, will sell at sacrifice. Also KUSTOM 200 watt amplifier. 933-2854 until 12.

Shetfield Farms Riding School. Houe seat equitation and jumping. Special group rates for adult beginners. Located outside Chapel Hill. Call Durham 489-4977.

SINGLE STUDENTS! Meet more members of the opposite sex through NDS. Why date one when you can date ten. All dates in Chapel Hill. Most dates with UNC students. Details will be sent in plain unmarked envelope. For free information write: Nationwide Dating Service, P. O. Box 77346, Atlanta, Ga. 30309.

Still lost, since Sept. 27, two adults solid black cats, one long haired, one short haired, named Satan and Fluffy. If seen, please call Maggie Dent, 929-3457.

Anyone believing that William Branham was the Rev. 10:7 messenger, please call 967-5146 Anyone believing that William Branham was the Rev. 10:7 messenger, please call 967-5235 and ask for Jennifer.

Will make 80 min. (2 4) 8-track tapes — \$6, or tape over old tapes — \$2. Can get any album requested. Call Chuck 967-5146 or 968-9077.

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