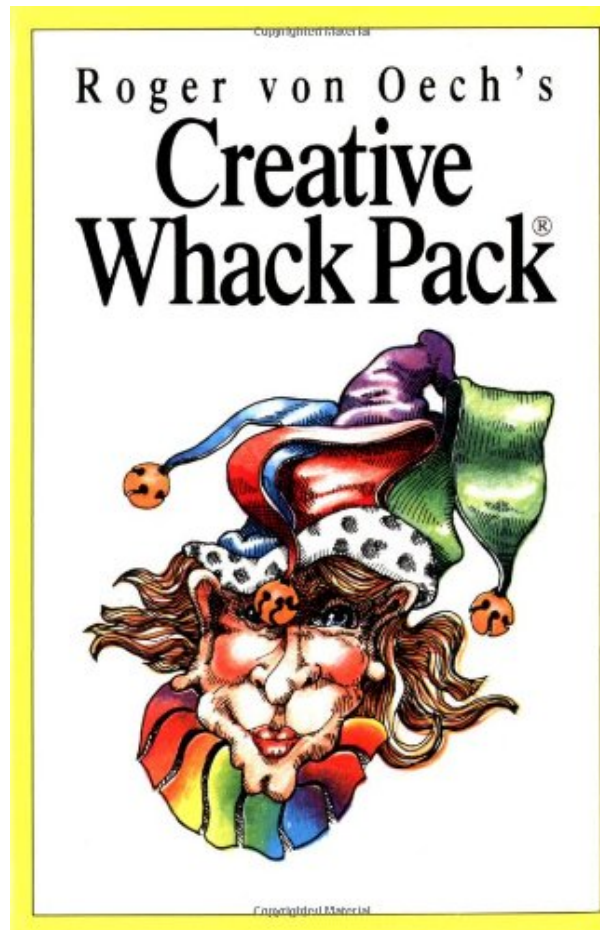


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An illustrated deck of 64 creative thinking strategies that will whack you out of habitual thought patterns and enable you to look at your life and actions in a fresh way. Use the cards alone or with others to seek innovative solutions to issues. Created 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.

- Sales Rank: #28101 in Books
- Brand: New Age
- Model: 1049089
- Published on: 1989-11
- Original language: English
- Number of items: 1
- Dimensions: 4.50" h x 3.00" w x 1.00" l, .45 pounds
- Binding: Cards
- 64 pages

Most helpful customer reviews

44 of 44 people found the following review helpful.

A must-have book in your Creativity & Innovation Library, & must-have card desk on your desktop!

By Lee Say Keng

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. Once you focus on something, that thing becomes the foreground. Everything else around it will fall into the background. Most opportunities are unfortunately hidden in the background. The moment you begin to shift your focus, you are pushing the 'foreground' into the 'background', & pulling the 'background' into the 'foreground'. Get it?

'A Whack on the Side of the Head' will help you to break through your mental blocks. They will open up your mind for innovation. This book is filled with provocative puzzles, exercises, stories & helpful tips.

'A Kick in the Seat of the Pants' takes you on a guided tour through the four stereotype roles of the creative process - Explorer, Artist, Judge & Warrior. Understanding - & applying - these roles will fire up your personal & professional creativity. Tactically, they will change your mental focus as you change to play each of the four roles. I would like to add one more role from what I have learned from the Japanese creativity experts: Antique Dealer. This singular role will allow you to combine all the four roles into one.

'Expect the Unexpected' uses thirty of Heraclitus' (the world's first creativity master) epigrams as creative springboards. It has intriguing questions designed to topple old habits of thought & fire up your imagination.

All the three card decks are basically extensions of the three books, to allow convenient usage during brainstorming sessions.

From my strategy consulting experience, these three card decks have proven to be inexhaustible sources of inspirations.

In fact, the 'Innovative Whack Pack' combines the creative power of both the 'Creative Whacks' & 'Ancient Whacks of Heraclitus'.

I strongly urge readers to seriously consider having the entire collection of Roger von Oech's creative work added to your Creativity & Innovation Library, & all the three card decks placed permanently on your desk top at all times.

12 of 12 people found the following review helpful.

Truly Useful

By Laura De Giorgio

I think everyone should have a pack of this cards because everyone sometimes feels stuck with a problem to

the point that he is unaware of other possible solutions. The ideas in this pack help to look at the perplexing issue from many different perspectives. Sooner or later one may see the light, an open door, most likely many, many doors leading to numerous possible solutions. These cards are a valuable tool for brainstorming ideas, prompting the person to think of ideas that might have never crossed his mind otherwise. The wonderful thing about coming out with creative ideas is that you also have lots of laughs while you're doing it because you begin to think of wild, whacky and outrageously fun things.

0 of 0 people found the following review helpful.

Five Stars

By Brian Benning

Great pack and fun to use! Thanks!!!

[See all 61 customer reviews...](#)

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