

6 THINKING HATS

RETAIL EXAMPLE: Which hat?

Idea: *All stores should get all marquee (top of the range) footwear.*



Red Hat

Feelings

"I am relieved, it is about time. I am excited."



Green Hat

New ideas

"We could advertise this in our next catalogue."



Yellow Hat

Strengths

"Customers in all areas will have more choice. All stores will out class the competition."



White Hat

Information

"How much money is available? Some stores will need more storage space."



Black Hat

Weaknesses

"We cannot afford this. Some stores do not have the space. It will mean more markdowns."



Blue Hat

Thinking

"What if we look at the liquidation information first and then compare it to our open to buy?"