

## Six thinking hats exercise 1

For each of the following statements, suggest which colour hat the speaker/writer was wearing at the time.

1. This car can accelerate to 60mph in just 8 seconds and its fuel consumption is 25mpg on average.
2. I don't like him and I don't want to work with him.
3. If I don't get invited to his birthday party then I won't have to spend money on a present for him.
4. At this point we should list the options we have.
5. Why don't we sell the factory and then lease it back?
6. It's not possible to climb over that wall.
7. I don't think putting up the price of petrol will make people drive more carefully.

The above statements are adapted from de Bono (1992). Now try the following ones.

1. I think the competitive environment in the UK is getting tougher for Tesco.
2. So far, Tesco has largely confined its overseas expansion to emerging markets.
3. Tesco's other mooted US takeover target is Meijer, a privately owned business in Michigan. It's smaller than Albertsons and there's always a danger that small operators could be crunched by the big boys. Meijer would be an unnecessary distraction for Tesco.

4. To try to take on Wal-Mart on its own home turf would be a foolish endeavour for Tesco, but there are plenty of niche opportunities in US retailing.
5. I feel Tesco is treating its suppliers very badly.
6. According to new research conducted by Fitch, today's consumer expects unprecedented levels of integrity from the companies behind the brands they buy. The consultancy found that 83 per cent of British consumers it surveyed believe brands should be more open in their actions; and 41 per cent believe transparency is the best way for a company to demonstrate its honesty.
7. We have considered all the options suggested before the meeting. Now let's see if we can think of some further options.
8. Launching a fair trade brand will generate sales that will replace the loss of revenue we're suffering due to the decline in the coffee market overall.

Reference: de Bono, E (1992) *Teach Your Child to Think*; Viking