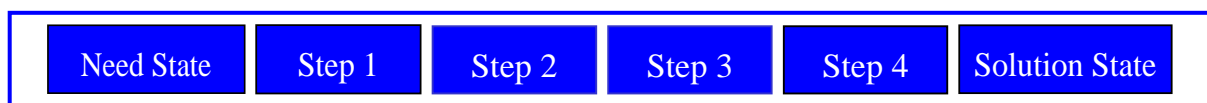


Step 1 - Specific Train of Thought

Let's now recreate how the breakthrough idea of Velcro with the Catalytic Thinking process. Suppose you work for a zipper company and are on a team with the task to create new ideas. Remember, we want to link two previously unconnected trains of thought because it is at that intersection where breakthrough creativity exists. A typical complete train of thought would express a need state, and include several steps that move toward the expression of that need fulfilled, or the solution state.



So your zipper company team has a need state that is looking to intersect with another train of thought that can move you in a breakthrough direction toward a solution. You start by stating your train of thought as specifically as possible. You work for a zipper company, a zipper is...

"A line of metal, cog shaped connectors sewn into one side of a fabric that can repeatedly connect and disconnect with a pulling interlocking device to a matching system on another fabric."