

6 THINKING CATS

WHITE
PAPER
PRINTOUTS



FACTS
FIGURES
INFORMATION
DATA

What info do we have?
How can we get more info?
What are the facts?
What do we need to know?

RED
FIRE
WARMTH



EMOTIONS
INTUITION
FEELINGS
REACTION

How do we feel about this?
What do we like about the idea?
What don't we like about this?
What does my gut instinct say?

BLUE
AUTHORITY
SKY



OVERVIEW
PROCESS
MANAGEMENT
ORGANIZATION

What is our agenda?
What do we need?
Where are we now?
Whats the next step?

GREEN
GRASS
GROW



CREATIVITY
ALTERNATIVES
POSSIBILITIES
NEW IDEAS

Can we create something new?
Any suggestions?
Brainstorm possibilities?
Could we do this a different way?

YELLOW
SUNSHINE
BRIGHTNESS



POSITIVE
OPTIMISTIC
BENEFITS
LOGICAL

What are the benefits?
What are the values?
Why is it a good points?
What makes this attractive?

BLACK
STERN
JUDGE



NEGATIVE
CRITICAL
JUDGEMENT
CAUTION

What could be the problems?
What are the difficulties?
Will this work?
Is this safe?