

THE BLACKBOARD

FIXEDNESS

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Psychologist Karl Duncker discovered a version of fixedness called “functional fixedness”. This is the tendency to see objects only in a traditional way or use them as they were originally intended.

It is this fixedness that we put to the challenge when we use SUBTRACT™ in CREATIVE TONING™.

Everytime we try to think of something new, the brain keeps wanting to go back to its conventional way of thinking. This is known as fixation. Fixation is an inseparable part of thinking. It refers to the inability to find a solution even though the knowledge and means are available to the problem solver.

Fixation does its job by applying short-hand measures to solve a problem. And in fact life would be very difficult without this. However it does mean that we can overlook the more creative solutions to problems. If we have a problem we tend to find a solution and the job is done. Do we ever review whether this is the best solution? And we tend to judge whatever solution by the criteria already programmed in our brains – we can choose what we think is the best ideas because it feels the right one when in fact a more creative solution may be better but just doesn't feel right at that time.