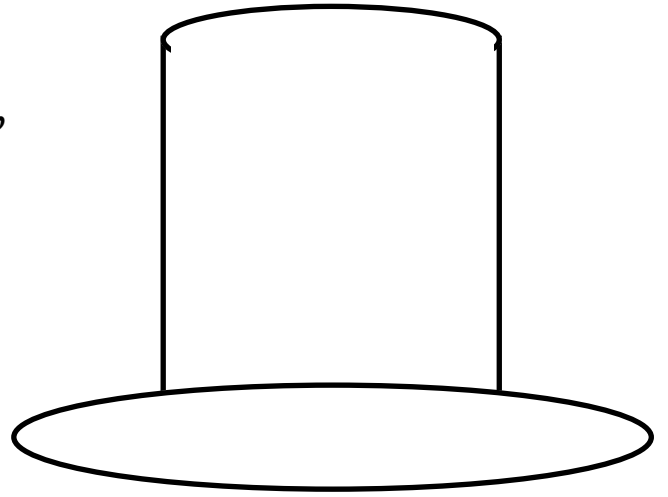


Black Hat

“What is wrong with this?”

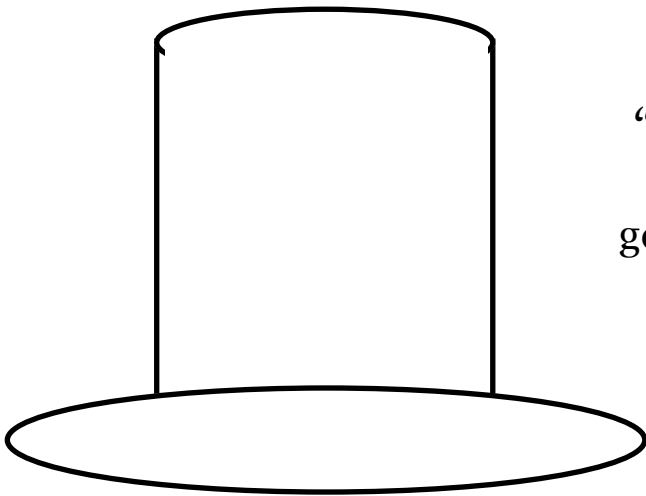
checking out judging ideas
weaknesses
constructive criticism



Yellow Hat

“What are the good points?”

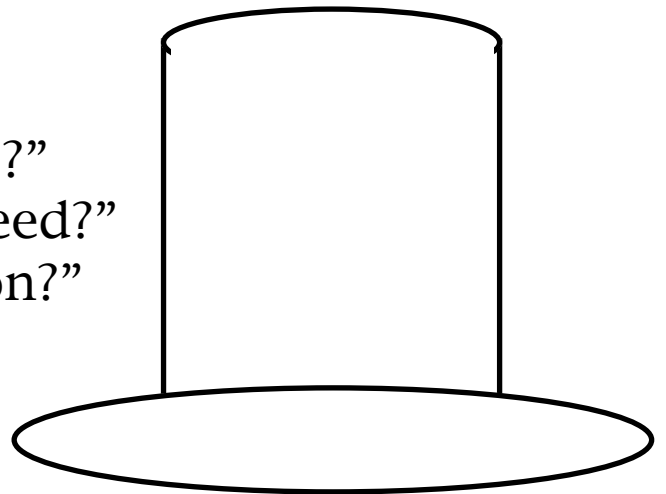
good points likelihood
benefits
workability

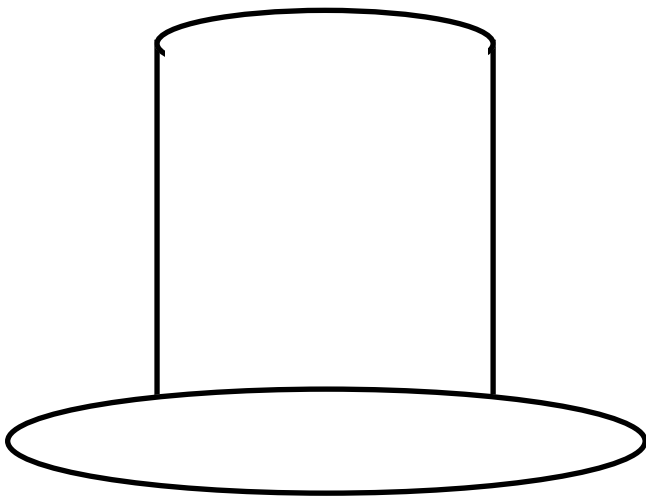


White Hat

“What information do we have?”
“What information do we need?”
“How do we get this information?”

information
gaps questions
needs
interpretation
sources





Green Hat

“What is possible?”

new ideas

creative ideas

alternatives

possibilities

Red Hat

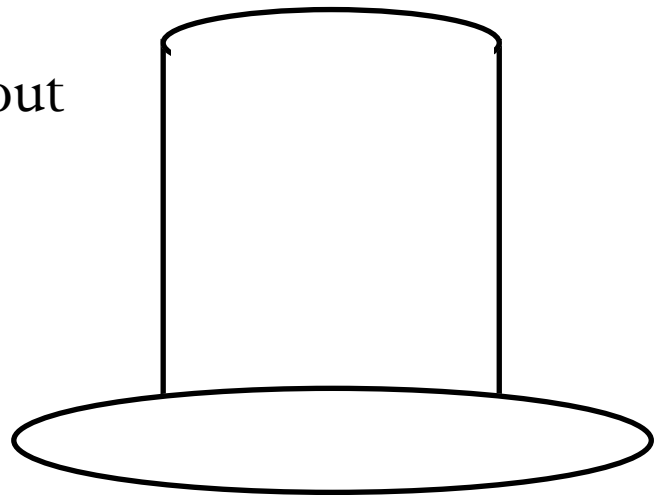
“What are my feelings about this?”

emotions

feelings

hunches

intuition



Blue Hat

“What thinking is needed?”

focus

agenda

purpose

observations

next step

outcome

summary

