

COLOUR SYMBOLISES

THINKING



White

Neutral and
objective

The objective – facts and figures
– neutral and objective information



Red

Emotions

The emotional – intuition
– feelings – impressions



Black

Seriousness

The cautious – sees weaknesses – risk



Yellow

Sun and positive

The optimistic – hope and opportunities
– benefits – constructive



Green

Vegetation and
growth

The creative – new ideas
– new approaches – changes



Blue

The cool – the sky
above everything

Controls the thought process
– and the other hats – overview

FIGURE 9.20
The Six Thinking Hats.