







	COLOR	SYMBOLIZES	WAY OF THINKING
	White	Neutral and objective	Objective – facts and figures – neutral, objective information
	Red	Emotions	Emotional – intuition – presentiments – impressions
	Black	Seriousness	Cautions – sees weaknesses – risk
	Yellow	Sunshine, positive	Optimistic – hope and opportunities – benefits – constructive
	Green	Vegetation and growth	The creative – new ideas – new approaches – changes
	Blue	Cool – the sky above everything	Check thinking process – and the other hats – broad perspective

FIGURE 4.9
The six thinking hats.