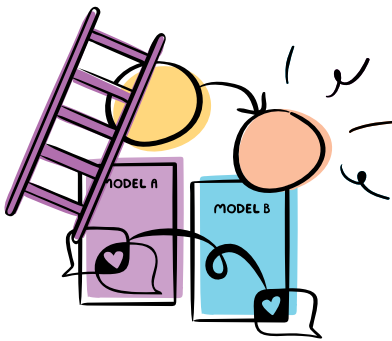


Unlock Remarkable Possibilities with Integrative Thinking

Integrative Thinking was created by Roger Martin during his time at Rotman School of Management, University of Toronto (Chair of I-Think's Board of Directors). This replicable and creative problem solving process leverages tensions and different perspectives to get to better answers.

Integrative Thinking's academic underpinnings include psychology, behavioural economics, systems thinking, and leadership.



Integrative Thinking is...

"...the ability to face constructively the tension of opposing ideas and, instead of choosing one at the expense of the other, generate a creative resolution of the tension in the form of a new idea that contains elements of the opposing ideas but is superior to each."

— Roger Martin

How It Works

Integrative Thinking provides the structure and pathways for ideation, guiding thinkers toward fresh outcomes.

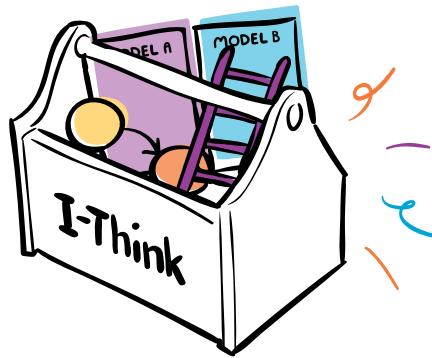
The process begins with being open to learning from others and being willing to have your own thinking challenged. This mindset allows for problem solvers to be considerate in their thinking and consider the value of opposing models that appeal to more than one perspective.

Problem solvers leverage the Integrative Thinking Toolbox to collaboratively make sense of tensions and reframe the problem they are working on in a new light. This allows us to focus our imagination and creativity on what the root of the problem is really about.

Unexpected outcomes can be uncomfortable; new ideas can seem like they could "never work." So, at the end of the journey, problem solvers engage with others to share their thinking, test and experiment with prototyped recommendations.

101 Series

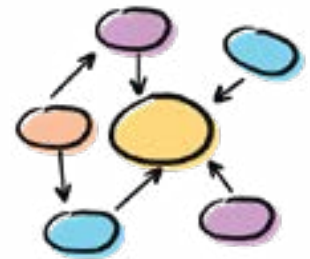
This series is for those new to Integrative Thinking, who want a deeper dive or a refresher to its toolbox. The series has two courses (so far!) that build on each other and can be experienced as standalone learning. [Take a look at the courses](#), to see if they are right for you.



Integrative Thinking Tools

CAUSAL MODEL

Inspired by systems thinking, the Causal Model asks problem solvers to share their models through cause-and-effect logic. This is followed by questioning the model, uncovering biases and assumptions, identifying areas for further inquiry and identifying areas for interventions



LADDER OF INFERENCE

Developed by Chris Argyris, the Ladder of Inference helps problem solvers make their thinking and the thinking of others explicit. This is followed by questioning the model, uncovering biases and assumptions, and identifying areas for further inquiry.



PRO-PRO CHART

Integrative Thinking is both a process and a mindset. At its heart is the Pro-Pro Chart, a tool that identifies the benefits of opposing models for stakeholders. These benefits help to develop insights that open new possibilities. Look out pro-con chart, the Pro-Pro Chart is here to stay!

