The Impact of Mental Thinking Systems on Idea Generation: Athens Olympic Ceremony

Wichian Lattipongpun, PhD
National Institute of Development Administration
Bangkok, Thailand
Email: are.hong@gmail.com
Introduction

• International organizations today are facing social, political, economic, and environmental challenges, which are factors to allow or limit themselves to breakout or stand for their usual management routine. These are no exception to the host of Olympic Games in every four year circle.
Methodology

• This study therefore aims at highlighting how unconventional thinking could effect to Olympic ceremony creativity and development. An in-depth interview was conducted with Dimitris Papaioannue, the Ceremony Director of the Athens 2004 Olympic Games.
Results

• As a result of the examination, the advantages of his visionary idea can be understood through the model of idea prediction through different mental thinking systems from invention to innovation. This model would generally allow policy makers and practitioners to see which of mental thinking systems is best used for their organizations and society as a whole.
Fig. 1. The Model of Idea Prediction from Invention and Innovation (Original).
Implications for policy/Practice

• The advantages of Papaioannue's visionary idea can be understood through the model of idea prediction through different mental thinking systems from invention to innovation. It is worthwhile for policy makers and practitioners to see which of mental thinking systems is best used for their organizations and society as a whole.
Conclusion

• This study attempts to clarify that mental thinking systems are crucial to idea prediction. Therefore, the mental thinking systems are crucial to the production of ideas in Olympic Ceremony production from Invention to Innovation.
Conclusion

• Creative thinking assists thinkers to be able to achieve a more original idea likely called invention. On the other hand, an idea that has similar elements to the existing ideas or products is likely facilitated through critical thinking.
The Impact of Mental Thinking Systems on Idea Generation: Athens Olympic Ceremony

Wichian Lattipongpun, PhD
National Institute of Development Administration
Bangkok, Thailand
Email: are.hong@gmail.com