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A conceptual block is anything that blocks someone from having a good idea. The first half of the book describes different types of conceptual blocks and contains a number of exercises to help the reader understand the blocks and

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how to avoid them. Some of the exercises are best done with more than one person; I was not able to do those.

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Identify "Conceptual blocks" You will
start to realize all the conceptual
"blocks" that are obstructing on your

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ideas. These include perceptual blocks like stereotyping, delimiting the problem too closely, inability to see the problem from various viewpoints. They include emotional blocks like the fear of taking a risk, no appetite for chaos,

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