



Conceptual thinking

Once you had assembled your ideas it was necessary to analyse the key concepts to reveal the structure into which your ideas were organised. Consequently, you had to analyse the key concepts and synthesise ideas and information from different sources into new ways of looking at the problem.

For some of us concepts and conceptual thinking mean very little, but to many employers the ability to think analytically about concepts, synthesising ideas and creating new concepts, lies at the heart of what they do as they develop ideas for new products or reorganise an organisation so that they can adapt to changing circumstances. As you have thought about the ideas you have generated you have shown that you can do the same. You have reflected on the way we use ideas and how these can structure our thinking without us realising, unless we analyse them and reshape them, so that we can see things differently.