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THE UBIQUITOUS INFUSION THINKING (UIT) STRATEGY: WEAVING COGNITIVE AND AFFECTIVE THINKING INTO ORGANIZATIONAL THEORIES FOR INNOVATIVE PROBLEM-SOLVING

Abstract:

In organizations where people interact with each other, there are many opportunities for reflection on internal and external issues that arise. In most cases, past experiences influence and impact how we approach these issues. Naturally, we have our own biases that direct our attention and lend to a directive approach to problem solving. In today's society, problem-solving is key to the success of many organizations. Yet, historically organizations use the same models to approach these key issues. "These are the times of paradigm shift. But as Thomas Kuhn says somewhere, you often don't know the paradigm has shifted until well after people have begun to do their work and conduct their inquiries on the new basis. The old models are too deeply engraved in people's thinking. It takes time to understand at a conceptual level the kinds of intuitive insights change consultants have been having for the last couple of decades" (Olson & Eoyang, 2001 p. 1) .

In this presentation, the authors will discuss the Ubiquitous Infusion Thinking (UIT) strategy as a paradigm shift approach to problem solving. "The Ubiquitous Infusion Thinking (UIT) strategy is an innovative action strategy evidenced by the weaving of cognitive and affective thinking into organizational theories that serve to shape the understanding of multidimensional threads and themes that emerge in the problem solving analysis of complex problems, situations and/or dilemmas used in a multidimensional case study perspective" (Cambiano, Speaks & Cambiano, 2014). It is through a focus - refocus - focus - visualize - interpret technique, which allows individuals to step out of the emotional situation and allow solutions to emerge for current problems. There are four phases to the UIT strategy: (1) Ubiquitous Investigation, (2) Shaping One's Understanding, (3) Building the Backstory, and (4) Action. For the most part, we as humans follow this process naturally, it is the authors' intent to provide structure to the process.

Keywords:

Ubiquitous Infusion Thinking (UIT)