

The Importance of Having Both Sequential/Linear Thinking Skills AND Non-Linear Creativity/Innovative/Out-of-the-Box Thinking Skills

Which One Are You?

Michael Marshall, PhD

Definition of Linear Sequential Thinking:

‘The process in which thoughts are put into order of priority concerning the issue at hand and viewed individually as to their merits and demerits. This enables the individual to make the right decision’.

‘A process of thought following known step-by-step progression where a response to a step must be elicited before another step is taken. Things are put in order in a straight line.’

This applies to successfully completing tasks, objectives and goals in a timely manner, both personally and in business.

Management, leadership and those in project management who are well trained and skilled will utilize ‘Fish Bone Charts’ to guide them with projects, objectives and goals.

This is simply a diagram of a fish skeleton with a tail that is the start of a project or objective with a start date and a head for the successful completion with a date. The skeleton ribs are the detailed tasks in priority sequence needing to be completed with a date and names of individuals responsible for them.

This is an important tool to successfully manage and complete projects, objectives and goals in a timely manner.

Individuals with these skills and expertise can apply them to business to their own personal life.

BUT in actuality it is best to have well balanced skills and thinking in both ‘Linear Sequential Thinking’ and ‘Non Linear Thinking with Creativity, Innovativeness, Out of the Box Thinking’:

The ‘What Ifs’ and the ‘How Abouts’!

Non Linear thinkers can view things having multiple start points, tasks and steps from different directions.

Both of these thinking views, abilities and skills can be logical.

Both of these thinking abilities and skills are important and needed in business, management, leadership and one’s own personal life.

Even though some individuals may be naturally inclined to one or the other or neither, these can be trained and learned.

About the Author



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Michael Marshall has over 30 years of business experience to senior leadership levels in many markets and industries, national and global, with responsibilities in sales management, marketing and business development along with a PhD in business before teaching internationally at university level (China, Korea, Vietnam, Saudi Arabia).

Prior to this he had a psychology and behavioral health background with educational degrees in such and working in behavioral health as a professional counselor and therapist learning what affects and influences people positively and negatively and what motivates.

Michael continually seeks out knowledge with additional education, trainings, research and experience to keep on the leading edge of business effectiveness and business development.

He has over 35 international publishing's on many business and business development subjects.

As Michael Marshall often comments; 'Business Development is like a large beautiful polished diamond with many facets. When holding the diamond up to the sunlight and turning it slowly, the diamond looks different with different colors reflecting on the many angles and facets.'

Michael is a 'life time learner'. He is available to assist globally/internationally.

His website of www.AskTheBusinessDoctor.com over the last 10 years has had over ¾ million readership. He can be contacted at mmarshall1236@gmail.com