

MORE  
THAN ONE  
**RIGHT ANSWER**

» a short film by Dewitt Jones

Learning Guide

## « About Dewitt Jones

Dewitt Jones is one of America's top professional photographers. Twenty years with National Geographic photographing stories around the globe has earned him the reputation as a world-class photojournalist. As a motion picture director, two of Dewitt's films were nominated for Academy Awards.

In the business community, Dewitt's work is also well known. He rose to the forefront of creative marketing by photographing national advertising campaigns for organizations such as Dewar's Scotch, Canon, and United Airlines.

Dewitt has published nine books including *California!* and *John Muir's High Sierra*. His most recent book, *The Nature of Leadership*, was created in collaboration with Stephen R. Covey.

Speaking to audiences across the country, Dewitt is recognized as a renowned lecturer. His genuine style and ability to communicate with audiences make his presentations truly outstanding. Dewitt's inspirational messages are further discussed in his best selling training programs.

Dewitt graduated from Dartmouth College with a B.A. in drama and holds a Master's Degree in filmmaking from the University of California at Los Angeles.



To learn more about Dewitt Jones, please visit [www.dewittjones.com](http://www.dewittjones.com).

# « Message to the Trainer

We hope you enjoy *More Than One Right Answer* by Dewitt Jones. This short but powerful program, initially included as a cornerstone story in his best-selling *Everyday Creativity*, discusses the important message of understanding that there truly is more than one right answer to most of the challenges we face. It will leave a lasting impact on participants and contribute to new innovations and positive change within your organization. It encourages viewers to use creativity, and look beyond the obvious to find extraordinary solutions waiting to be discovered.

When training with *More Than One Right Answer*, we highly encourage you to use the Learning Guide and the PowerPoint™ Presentation in tandem. These materials make it easy to use the program in any setting. The pieces foster group dialogue and learning, and allow participants to develop new ideas in a safe environment. By recalling the information and discussing its application, the messages will stay with the viewer long after the session's conclusion. When groups of people learn together, the results can be astounding.

This guide may also be used for independent learning. By using this guide, participants will have a firm understanding of the importance of finding more than one right answer, and will begin to see the multitude of possibilities before them.

## Using The Film:

*More Than One Right Answer* can be used in a multitude of ways. Some options include:

### MEETING OR SESSION OPENER

Trainers can begin any meeting, conference, or event with *More Than One Right Answer*. This charming and enlightening story will kick off your session in a positive and open light. Because it is only three minutes long, it quickly and easily captures people's attention without taking up a lot of time.

### MEETING CLOSER

Also an appropriate conclusion to your training session, the program sends participants home with new-found inspiration.

### THANK YOU/ATTENDANCE GIFT

*More Than One Right Answer* is an ideal film to license and give away to your group, whether or not they have already seen the program. It is perfect for individual use, and participants may enjoy sharing Dewitt's message with their family and friends. It can also be combined as a refresher for training sessions that incorporate Dewitt Jones' other titles.

# « More Than One Right Answer: Why It Matters

**FROM THE FILM:**

**“So many things begin to change when you come at the world from that perspective of more than one right answer.”**

**QUESTION:** When is the last time you were charged with finding a solution to a problem or challenge?

What solution did you come up with?

Did you use the first answer, or were multiple solutions considered?

**QUESTION:** How can creativity play a role in finding more than one right answer?

**QUESTION:** What value do you see in finding more than one solution? Does this matter to you? Why or why not.

**QUESTION:** How can you find more than one right answer when you're on a strict deadline? Can working with a team help?

**QUESTION:** How can you determine when searching for more answers is no longer practical or worthwhile?

Why is it important to find more than one right answer? How can it help you? How can it help your organization?

Those are great questions, especially when your first answer is a good one. What is the value in finding another right answer if you already have one that will work, one that you've had success with before, or one that you were able to come up with quickly? There certainly are a lot of reasons to stick with the first answer; however, as the program discusses, it is also extremely worthwhile to work to uncover other options.

**Searching for alternative solutions can:**

- » Exercise your creativity
- » Challenge the status quo
- » Bring innovation into your organization
- » Offer new, and possibly better, ways of doing things

Sometimes, your first answer is, in fact, the best one. Yet it is worth the time to consider multiple solutions. This ensures that you are providing yourself and your organization with the best possible options to create success.

# « More Than One Right Answer: Turning Problems into Opportunities

**FROM THE FILM:**

**“Reframing a problem into an opportunity, finding another angle, and being comfortable and confident that that next right answer is going to be there for us.”**

**QUESTION:** Consider your most recent accomplishment, big or small — either in your personal or professional life. How did you achieve it? What lessons can you take away from that accomplishment?

**QUESTION:** How can you find new answers if you don't consider yourself creative? How can you use creativity outside of its standard definition?

**QUESTION:** Who can you rely on to help you find creative answers? Make a list of people you can turn to when trying to find another right answer.

**QUESTION:** What is the biggest challenge you are currently working on? Can you change your attitude and view it as an opportunity? How?

While most people understand the value in finding more than one right answer, making it happen is another story. It is possible that there are many factors impeding your ability to not only use, but even find, creative, new answers. It could be your company culture or policy, time or budget limitations, aversion to change, group-think mentality, or loss of passion for what you do.

In many circumstances; however, the benefit of finding new solutions and innovations outweighs the limitations. So how can you find that next right answer, especially if you work in a culture unsupportive of new ideas or change?

You can change your attitude. You can start to view problems not as a chores or tasks, but instead, as opportunities to use your creativity and uncover solutions that will benefit your organization. You can also collaborate with team members, and if possible, with individuals outside of your team to invite diversity of thought.

When you look at a problem as an opportunity, you open yourself up to a multitude of new ideas. When you take the time to find them, these opportunities may provide amazing results for you and your organization.

# « More Than One Right Answer: Change Your Lens

**FROM THE FILM:**

**“Creativity is a matter of perspective... The first thing I have to decide as a photographer is: What lens do I have on my camera? In other words, what perspective am I going to view a problem from to find that extraordinary view?”**

Now that we understand the importance of finding more than one right answer, as well as the value in changing our attitude and seeing problems as opportunities, how can we actually make it happen?

In *More Than One Right Answer*, Dewitt Jones discusses how finding the next right answer requires using a different lens. He determines what perspective he is going to use to find that next extraordinary answer. While in the program, he is speaking about photography, it translates perfectly into our everyday life.

There are multiple ways to find creative solutions if we are open to that possibility. We don't have actual lenses to look through, but we can change our thought process. We can step outside of our typical routine and be open to finding something different. We can try to see our surroundings through someone else's point of view, whether that is a manager, a customer, a colleague, or a friend. When we make that effort to change our lens and be open to another perspective, we find ourselves in the best position to discover the next right answer.

**QUESTION:** How can we see the world through someone else's perspective?

**QUESTION:** Changing a camera lens is easy. Changing your perspective and trying to use different viewpoints can be more challenging. What difficulties do you anticipate? How can you overcome these?

**QUESTION:** Is your organization supportive of finding more than one right answer? What issues might arise in searching for more solutions?