

De Bono's Lateral Thinking

Ideas from Nothing, I'd Like to See That!

Objective

Great ideas are not the result of luck, or some mysterious gift. Lateral Thinking[®] provides a deliberate systematic process that will result in more creative and innovative thinking. Stimulating alternative ideas, generating provocative statements and using them to build new ideas, challenging the limits of traditional thinking and exploring the reasons why we do the things we do.

Developed of Dr Edward de Bono, this is the official Lateral Thinking program in which participants will learn to:

- attack problems with more and better ideas to get immediate results
- constructively challenge the organisation's current thinking
- find valuable ideas and tailor them into useable, practical forms
- spark their creativity on command to find alternative solutions
- turn problems into opportunities
- think outside the square

Benefits

Creativity and innovation are the only engines that will drive a lasting success. This program has been tested and refined to ensure that you walk away with new thinking skills that enable you to think more creatively than ever. Lateral Thinking:

- gives people the skills to generate practical new ideas - in minutes
- makes innovation a key strategic advantage for your organisation
- allows you to find solutions never dreamt of using traditional problem solving
- gives you a method that can help your think your way to success

Outline

This is a fast paced interactive 2-day workshop, presented by Bill Jarrard or Jennifer Goddard of Mindwerx International. Both Bill and Jennifer are accredited by Dr de Bono to present this official de Bono program, and participants will:

- Learn to Focus thinking to be seriously creative
- Seek alternatives with techniques beyond Brainstorming
- Break thinking patterns with Random Entry and Creative Association
- Provoke creative thinking use Provocation and Movement
- Learn to Harvest and Treat ideas to develop innovative solutions
- Develop their own Creative Hit List to ensure ongoing skills development

"At DuPont, we have many good examples of how our people have applied Dr de Bono's Lateral Thinking™ techniques to successfully solve difficult problems." David Tanner

“We can no longer wait for ideas to occur by chance or through the slow process of evolutionary pressure. There is a need to focus directly on the generation, design, and development of new ideas.”…Edward de Bono

To Book

For more information about this course or to book, please call Mindwerx on 1800 060 982

(or +61 419 645 299 from outside Australia). Or email us at: info@mindwerx.com

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