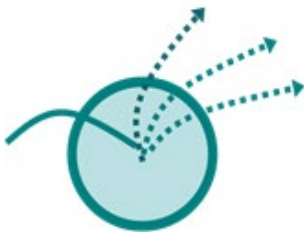


Driving Innovation with Lateral Thinking (Going Beyond the Six Thinking Hats)

Given the accelerating pace of change in the world, tools to improve creative thinking skills are becoming more and more critical to success. The US Council on Competitiveness began its report, "Innovate America", as follows: **"Innovation will be the single most important factor in determining America's success throughout the 21st century."** This statement applies well beyond the confines of the USA; it holds true globally.

Historically, managers and professionals have been trained to plan, organize and control work processes with the objective of improving efficiency and effectiveness – **very little energy has been focused on improving creative thinking skills**. Many methods claiming to drive innovation do little more than describe the outcome of creativity (vs. providing techniques to improve idea generation). Lateral Thinking methods have been introduced by many organizations to address this deficiency.



Lateral Thinking was created by Dr. Edward de Bono, one of the world's leading experts in creative thinking methods. The powerful tools and techniques offered in this seminar are designed to significantly increase the idea generating capabilities of course participants – to increase the velocity of their thinking.

Lateral Thinking techniques have been applied many times with great success in both revenue generating and support functions to solve real problems by providing a **structured approach to help people "think outside the box"**. The tools are frequently used to generate ideas to improve organization performance, to enhance retention of key employees and to improve productivity across the organization.

The seminar is appropriate for people at all management and professional levels. We strongly recommend as a **prerequisite** the introduction of the **parallel thinking** concept through instruction in the **Six Thinking Hats** method through the one-day course.

The **Lateral Thinking** application program (2.0 days) covers Focus, Challenge, Random Entry, Concept Extraction and Provocation / Movement – the most powerful, yet complex, of the Lateral Thinking Tools. The program can be modified to deliver the **Course in Creativity** - includes the **Six Thinking Hats** plus **Lateral Thinking**.

The techniques can be applied effectively by individuals and groups. The optimal approach is to get many people from the same working groups (teams, work groups, cross-functional teams / areas, coaches, etc.) through the training in a short period of time. This approach facilitates rapid acceptance of the technique and maximizes the realization of potential benefits from the methods quickly. **The result is a dramatic improvement in idea generation capabilities across the organization.**

The **Lateral Thinking** seminar has been taught and applied by Lynn Reed since 1995, when he first introduced the methodology to a large global investment bank in London. **Lynn was certified to teach Lateral Thinking by Dr. Edward de Bono himself; Lynn is a qualified Master Trainer** in the technique. He has taught and applied Lateral Thinking tools to several thousand professionals and managers at major financial services firms around the world.

If you would like to learn more about this exciting technique, please contact Lynn Reed directly. Thank you for your interest.

Our passion is contagious!