

EDWARD DE BONO INDIA



DR. EDWARD DE BONO'S  
**LATERAL THINKING**



**Drive Innovation with Edward de Bono Tools in your organization.**

Keynotes, Conference Breakouts, Onsite Meetings, In-house Training,  
Executive Retreats, Public Workshops, Professional Meeting Facilitation

[www.geneseventsindia.in](http://www.geneseventsindia.in)

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**Empower your people to challenge current thinking, solve problems and generate new ideas with Edward de Bono's business creativity and innovation workshop.**

This is Edward de Bono's internationally acclaimed business creativity and innovation workshop. Creative and innovative thinking is a skill that can be learned; resulting in increased productivity, competitive advantage and profit. Creativity is not just about creating something new, it's a very important tool that helps to define and improve processes and products.

## **This workshop provides tools and techniques that ensure you can:**

- Challenge current thinking.
- Problem solve effectively and efficiently.
- Generate innovative ideas with a creative thinking toolkit.

Used by over 700,000 managers worldwide, the de Bono tools-based approach to thinking has a proven track record in a variety of organizational settings. Considering companies like DuPont, MTV Networks, Research in Motion (Blackberry), NTT in Asia to ABB in Europe, using de Bono methods, you will see and experience the deep footprints of success in improved organizational and human thinking performance

The de Bono system provides you with a common language and powerful set of tools that will help you focus on the improvement of the 'here and now' of essential work that must be done today. And we can show you how this tools-based approach can provide you with new opportunities for movement into the future; whether through key issues like innovation, marketing, manufacturing, IT, productivity or others.

Your ability to think differently and productively is basic to your need to do business in new, different and profitable ways. Simply trying harder using the same old thinking technology will not work. The de Bono creativity & innovation tools will provide you and your company with the New Thinking solutions you have been looking for.



## **Lateral Thinking**

Is a deliberate, systematic, step-by-step process designed to uncover powerful new solutions by moving your thinking beyond the predictable.

Learn how-to strengthen your business with a steady low of profitable business ideas, "out-think" the competition. It doesn't matter what part of the business you are responsible for, or what industry you work in. Most likely you are being asked to deliver more innovative solutions. If you want to improve your business results, this practical tool kit is for you.

# WHO IS IT FOR

## Successful organisation ensures creative teams made up of diverse group

- **Lateral Thinking™ for individuals** – Empowers and maximises your ability to generate ideas and problem solve, invaluable to any organisation. The tools and techniques you'll develop can be deployed across a wide range of business and personal challenges, so you can make a real difference.
- **Lateral Thinking™ for managers** - Creativity and problem solving are 21st-century management skills, so is the ability to support the capability of people through empowerment. We often develop groups of managers from one company through our in-house training option. This develops a network that is focused on changing the processes and mindset of the organisation, and the implementation of the techniques when they return to the workplace. Innovation is not necessarily about making new stuff – it's about innovating to improve processes that already exist.
- **Lateral Thinking™ for senior managers and leaders** – Creativity is at the top of the leadership agenda, according to a study by IBM. Be seen to take ownership of leading innovation, walking the talk and understanding how your organisation works. Leaders use creativity to intellectually challenge and generate ideas from across the business and multiple disciplines, encouraging and enabling collaboration and a more engaged workforce.



# WHAT IS ALL ABOUT

**The challenge** - With the ever-increasing pressure to provide added value in everything we do, it has become a necessity for managers and staff to be consistently innovative if modern organisations are to survive.

In an increasingly competitive world, **traditional methods of problem-solving** can only take us so far. We need to go beyond problem-solving to generate new concepts and new ways of doing things. Indeed, we must learn to do so 'on-demand', instead of just hoping we will somehow stumble on an innovative idea.

**How this workshop will help** - Lateral Thinking™ is a systematic approach to the creative thinking process. Delegates learn to use deliberate techniques to stimulate creativity and, as a result, gain competitive advantage.



# WHAT WILL YOU GET OUT OF IT

**Lateral Thinking™** will equip you with solid, practical methods for challenging current thinking:

- You'll find out how to harness your own creativity so that it can work for you when you need it.
- You'll learn to solve problems and generate new ideas to meet the challenges of the modern business environment.
- You'll leave with skills that you have practised and can apply immediately to return to your workplace.

# HOW MIGHT YOU USE LATERAL THINKING?

The **Lateral Thinking techniques** are useful in a variety of application.

- Constructively challenge the status quo to enable new ideas to surface
- Find and build on the concept behind an idea to create more ideas
- Solve problems in ways that don't initially come to mind
- Use alternatives to liberate and harness the creative energy of the organization
- Turn problems into opportunities
- Select the best alternate ideas and implement them



# LATERAL THINKING TECHNIQUES

- **Alternatives:** Use concepts to breed new ideas
- **Focus:** Sharpen or change your focus to improve your creative efforts.
- **Challenge:** Break free from the limits of accepted ways of operating
- **Random Entry:** Use unconnected input to open new lines of thinking
- **Provocation:** Move from a provocative statement to useful ideas
- **Harvesting:** Select the best of early ideas and shape them into useable approaches
- **Treatment of Ideas:** Develop ideas and shape them to fit an organization or situation.

## What do businesses need today?

A new way of thinking that opens a door they didn't even know existed. A way of thinking that seeks a solution to an intractable problem through unorthodox methods or elements that would normally be ignored by logical thinking. They need **Lateral Thinking**. Seven tools to generate new ideas. Learn a systematic approach to innovative thinking.

The participant will get the original course material and participation certificate from dBTS USA. These workshops are protected under the copyright Laws patented to Dr Edward de Bono therefore only. Original Course Material imported from the USA is given to all participant.

We customize learning and thinking together events for top staff and their teams. They always want to learn appropriate de Bono tools and then apply them right away on their predeter-mined business challenges such as developing new strategies, products, concepts, or business models. Our public workshop schedule along with registration details is posted on [www.geneseventsindia.in](http://www.geneseventsindia.in)

#### **Train-the-Trainer:**

we will work with you to develop your own skilled de Bono trainers and facilitators when that makes sense for your business

## **TO BOOK YOUR NEXT TRAINING SESSION**

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