

Lateral Thinking™



Fast Track to Creativity

Lateral Thinking™ is :

- ◇ seeking to solve problems by apparently illogical means.
- ◇ a process and willingness to look at things in a different way.
- ◇ a relatively new type of thinking that compliments analytical and critical thinking.
- ◇ a fast, effective tool used to help individuals, companies and teams **solve tough problem** and **create new ideas, new products, new processes** and **new services**.
- ◇ a term that is used interchangeably with creativity.

This workshop is the culmination of Dr. de Bono's life's work. It brings together his experience and his key concepts in a unique package - an easy-to-learn, easy-to-use, practical approach to creative thinking that's been proven successful worldwide. Today's environment demands innovative solutions. This workshop helps you and your organisation generate them. Focus your creative energy and turn problems into opportunities.

Learn to

- ◇ develop your creativity and find alternative solutions.
- ◇ bring your creative thinking and the thinking of others into sharp focus.
- ◇ create new and practical ideas by using deliberately provocative statements.
- ◇ dramatically increase the number of ideas harvested by using thorough checklists.
- ◇ spark creative thinking by using random words and objects.
- ◇ constructively challenge your organisation's current thinking.
- ◇ find and build on the concept behind one idea to create even more ideas.
- ◇ turn harvested ideas into practical forms.



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Outline

- ◇ The need for Creative Thinking
- ◇ Alternatives: How to use concepts as a breeding ground for new ideas.
- ◇ Focus: When and how to change the focus of your thinking.
- ◇ Challenge: Breaking free from the limits of traditional thinking.
- ◇ Random Entry: Using unconnected input to open up new lines of thinking.
- ◇ Provocation and Movement: Generating provocative statements and using them to build new ideas.
- ◇ Harvesting: Capturing your creative output.
- ◇ Treatment of Ideas: How to develop ideas and shape them to fit an organization or situation.

Who Must Attend

Executives and senior managers with needs of new strategies. Career persons where creativity is required. Every positions in the company where there exists needs for something new. It is strongly recommended as the follow-up of the Six Thinking Hats Method workshop as the continuity on the Green Hat.

