

Simplicity™



Effective Approach to High Business Value

If your organization is looking for ways to streamline products and processes, so you can become more effective, efficient and user-friendly, 'Simplicity' will help you accomplish these goals. 'Simplicity' teaches people how to end habits that are no longer necessary, stop duplication of tasks, and challenge every aspect of business so that they can perform at a higher level in all areas.

Learn to:

- ◇ Reduce unnecessary duplication of effort to increase return on investment.
- ◇ Remove age-old roadblocks and barriers - increasing employee and customer satisfaction.
- ◇ Allow employees to think through new ideas more quickly, leading to faster market innovations.
- ◇ Empower to think up new ways of doing things in a SIMPLER way.

There are few things more annoying and frustrating in work than dealing with a piece of complex machinery or a cumbersome process which will not do what you need done. From complexity comes stress, anxiety and frustration - even rage - followed by apathy and exit. Now you can get the tools and support to move your company in exactly this direction. 'Simplicity' is the newest workshop by Edward de Bono which is invaluable to companies looking to uncomplicate their business processes and thus, their lives.

It is time to start saving time, energy and needless stress among your people.



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Outline

- ◇ Why and how things become complex
- ◇ Simplicity in de Bono thinking systems
- ◇ Simplify where objectives and values are attained
- ◇ Simplicity™ Methods
- ◇ General Flavour and Ladder
- ◇ Cautions of Simplicity
- ◇ Rules of Simplicity

Who Must Attend

Executives, managers and leaders involved in decision making and anyone who believes in SIMPLICITY as a key value for product, process or plan.



Historical Review



Provocation Amputation



Combining



Bulk and Exception



Challenge



Modules and Small Units



Shift and Delegate



Rearrange Existing Parts



Value Shedding



General Flavor



Wishful Thinking



Ladder