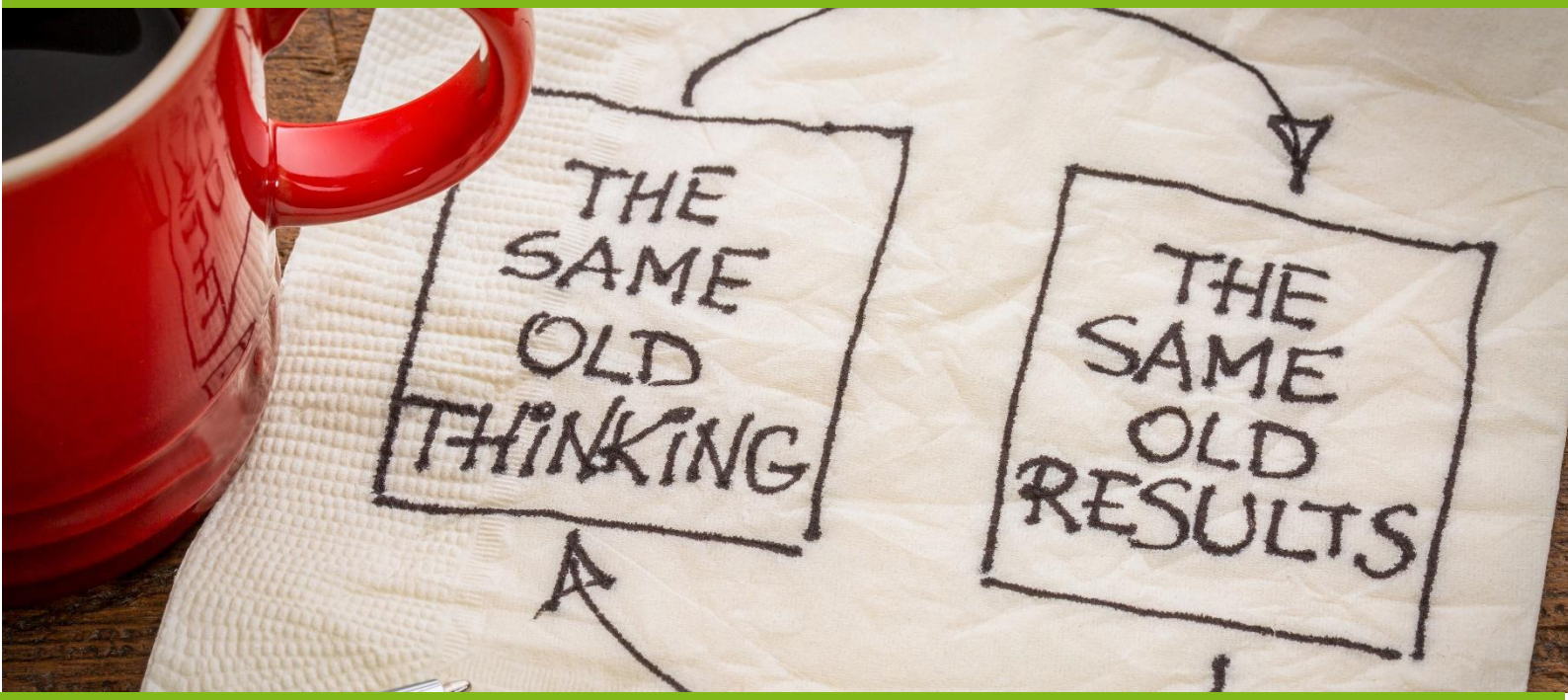
Dr Edward de Bono's

Course in Creativity™



- Combine Dr Edward de Bono's Six Thinking Hats® and Lateral Thinking.
- Be able to solve problems quickly and creatively.
- Increase the effectiveness of idea generation sessions and meetings.

Face-to-face and online delivery:

- 3 day workshop – in-house and open public.
- Training for trainers – in-house and open public.
- Optional 1-2-1 coaching available.

deBono Authorised Distributor

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The Problem:

- Are you being asked to be more creative, to innovate, to find new solutions, but feel that you don't have the skills to be able to do so?
- Does your organisation put a high value on creativity and innovation, without being clear about what it wants you to do about it?
- Do you understand the need to think differently, but struggle to know where to begin?
- When it comes to creativity, do you feel you are stumbling around in the dark?

The Solution:

Dr. Edward de Bono's Course in Creativity™ is designed to get you on the fast track to making creative thinking and innovation part of your daily working practice.

Combining two of de Bono's most powerful and successful workshops, **Six Thinking Hats®** and **Lateral Thinking**, these three days will equip you with all of the tools and skills you need to create, assess, and put into action new ideas.

You'll gain a whole new way to approach idea generation, innovation, and the thinking process. Not only will you become more creative, but you'll be able to hold meetings that will solve problems and develop ideas without argument, politics or wasted time.

Workshop Benefits:

Applying the thinking systems taught in each workshop will ensure you and your team can:

Six Thinking Hats®

1. Lead **shorter, more productive** meetings.
2. Look at decisions and problems **systematically**.
3. **Generate ideas and solutions** to problems quickly and effectively.
4. Improve team results by using a system that encourages '**full team thinking**'.
5. **Reduce conflict** with a simple process that looks at all aspects of a problem fairly.

"Excellent! I feel like my thinking has been upgraded."
UK Utilities Company

Lateral Thinking

1. Develop a clear and usable 'Focus Statement' as preparation for your face-to-face or remote **Creative Thinking** sessions.
2. **Harness** your own creativity so that it can work for you, when you need it.
3. **Solve problems** and **generate new ideas** to meet the challenges of today's changing business environment.
4. **Confidently apply** each of the Lateral Thinking techniques to generate ideas and expand thinking immediately on return to your workplace.

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Workshop Objectives:

Day 1 – **Six Thinking Hats®** is an easy to learn, simple to apply thinking system that helps you to you investigate multiple perspectives and easily switch between modes of thinking. You will be able to:

- **Understand the benefits of Six Thinking Hats®** – an easy-to-follow thinking process for more effective, shorter meetings (whether face-to-face or online), greater collaboration and increased creativity.
- **Confidently explore subjects in parallel, rather than argue who is right and wrong** – applying the Six Thinking Hats® as a tool to separate ego from performance, focus group discussion and modify behaviour, without attacking it.
- **Contribute effectively under each of the 'Hats'** – improving your own thinking and creativity.
- **Hold successful meetings and group interactions** – utilising Six Thinking Hats® meeting agendas and a language that invites people to switch thinking.

WHITE HAT
Information

RED HAT
Feelings, Intuition, Emotions

BLACK HAT
Identifies risk

YELLOW HAT
Logical Positive

GREEN HAT
New Ideas, Possibilities

BLUE HAT
Manages the Thinking

Day's 2 and 3 – **Lateral Thinking** takes you through another easy to learn, simple to apply thinking system. The system is broken down into 3 subject areas and 7 modules:

FOCUS

Tools to help you and your team focus on specific areas for innovation.

All too often creative thinking is randomly applied and so doesn't solve the problem it was needed for. Using the focus tools ensures your Lateral Thinking gives you a targeted solution to a specific issue.

IDEA GENERATION

The core of the **Lateral Thinking** process – these tools show you a way to think differently.

Using a systematic, formal process the tools give you dramatically different solutions when you need them for 'on-demand innovation'.

HARVESTING

It is vital to conclude a creative thinking session with a system for the collection and evaluation of those all-important ideas.

Lateral Thinking gives you tools to harvest the best ideas and prioritise next steps.

Who Should Attend:

Creativity is something that everyone, no matter what role or level, can be a part of and contribute to. Successful organisations ensure that creative teams are made up of a diverse range of people. This workshop is designed for all executives, managers, professionals and advisors who are concerned with making their organisation more innovative in the face of growing competition and the emergence of new business models.

> ***"Will help us be more creative and more collaborative, hopefully more buy in to the ideas generated. Achieved my objectives, thank you!"***
> Premier League Football Academy

Attendance of a group of managers from one company is highly recommended. This will support the implementation of the techniques when they return to the workplace.

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One of de Bono's illustrations

Dr Edward de Bono:

Dr Edward de Bono is recognised by many as the world's leading authority on conceptual thinking and driver of innovation, leadership, creativity and problem-solving.

Having authored over 80 books in 27 different languages, his tools and methods have brought astonishing results to organisations and individuals worldwide. His advanced training solutions help individuals and businesses to implement organisational creativity.

Dr de Bono has developed simple, practical and powerful thinking techniques. His workshops include **Six Thinking Hats®, Lateral Thinking, Power of Perception™, Focus on Facilitation™** and **Simplicity®**. All are easy to understand, yet have the power to change thinking behaviour, increase productivity, foster team building and evoke profitable innovation.

Training Options:

Train you

Public workshops are the best method for training individuals and small groups. Delivered online and across the UK, they provide a great opportunity for different companies and individuals to come together and learn the tools.

£1250+VAT
(per delegate)
3 day public workshop

Group and charity discounts available

Book online: www.indigobusiness.co.uk/cic

Train your Team

In-house workshops are the ideal opportunity to train teams and whole departments within your organisation. Providing clarity of training focus and excellent team building opportunities, it reduces delegate travel, workshop cost and environmental impact as we train online or at your premises, worldwide.

From
£863+VAT
(per delegate)
per 3-day event

Based on 12 delegates

Call us to book: +44 (0)20 3836 8640 or email info@indigobusiness.co.uk

Train your Organisation

You can deliver **Course in Creativity™** by becoming an officially accredited corporate trainer for **Six Thinking Hats®** and **Lateral Thinking**. An accreditation is required for each workshop for you to be able to roll out the renowned techniques across your organisation.

£350+VAT*
(per delegate)
for participant manuals, per workshop

Plus a one-off fee, from
£6700+VAT
for trainer accreditation in both workshops

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