Dr Edward de Bono's

Lateral Thinking and Serious Creativity

- Practical, proven methods for challenging current thinking.
- Harness creativity so that it works for you, when you need it.
- Solve problems and generate new ideas on-demand.

Face-to-face and online delivery:

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

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The Problem:

- How do you tackle problems?
- Wouldn't it be good to be the person who always has an idea when it is most needed?
- How does your organisation ensure its business model and processes are relevant?

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. Individuals and teams must learn to apply creativity 'on-demand' – instead of just hoping they will stumble upon innovative ideas.

The Solution:

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.

Workshop Benefits:

Lateral Thinking will equip you with solid, practical methods for challenging current thinking. You'll be able to:

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.

"This is the most useful thought-provoking course I have ever been on."
UK Police Constabulary

"Interesting techniques and will be useful when I need to come up with new ideas."
Formula 1 Team

"Very well presented and interesting, thought provoking, gives clear structure and tools to take away."
UK Educational Body

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Workshop Objectives:

The full two-day workshop takes you through an easy to learn, simple to apply thinking system. The system is broken down into three 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.

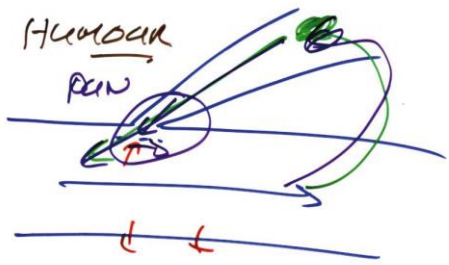
Lateral Thinking gives you tools to harvest the best ideas and prioritise next steps.

Who Should Attend:

Creativity is something that everyone, no matter what role or level, can be a part of and contribute too. 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.

> ***"The best - and most practical - course I have attended in my 36 years of working life."***
> UK Police Constabulary
>
> ***"Excellent! I feel like my thinking has been upgraded."***
> UK Utilities Company

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.



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.

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Module Breakdown:

As well as the full 2 day workshop, each 2 hour module can be delivered individually or combined if there is a specific area of your creative thinking process that requires development or direction:

Focus – Where we focus our attention is important, it is only with hindsight that we can say that we had the "correct" definition of the situation. This module ensures you identify alternative definitions and starting points to ensure you don't miss that breakthrough idea.	▪ Define and redefine the Focus. ▪ Generate and use a 'creative hit list'.
Alternative/Concept Extraction – We are often reactive in our thinking, not looking for alternatives. This module ensures that you stimulate your thinking by investigating that there may be more than one right answer.	▪ Explore all the possibilities contained within ideas. ▪ Enhance your creativity by proactively, looking beyond the obvious alternatives.
Challenge – Traditional thinking is limited. This module ensures success by making you challenge assumptions and proactively change them – even if there are no apparent problems.	▪ Appreciate the value of challenging the status quo. ▪ Constructively challenge situations and current thinking.
Random Entry – The mind is self-organising, preferring familiar patterns. This module deliberately forces you out of your familiar thinking patterns by creating a new starting point. Your brain then seeks to make sense of this, linking it back to the familiar – resulting in a new connection.	▪ Overcome a creativity block. ▪ Use unconnected input to open up new lines of thinking and generate more ideas.
Provocation and Movement – Our perception limits our creativity, often using established judgements to select the most obvious idea. This module challenges these limitations. It ensures you force your mind out of "what you know" to develop potentially radical ideas that are workable and realistic.	▪ Disrupt established ways of thinking to address problems from a new perspective. ▪ Generate provocative statements, using them to build workable ideas.
Harvesting – Harvesting is often neglected. We normally only adopt well-developed ideas that seem practical and have obvious value. This module ensures you can sort ideas, identifying those to implement immediately, without ignoring other suitable possibilities that may need more work.	▪ Recognise and categorise ideas to make them workable. ▪ Stand back and examine the changes that occurred as a result of the creative thinking process.
Treatment and Assessment – The best ideas are often disregarded because we think they just can't be implemented. This module ensures you shape or develop the idea in a practical solution, rather than immediately judge the idea as not fitting your constraints.	▪ Revisit, restructure and strengthen ideas based on your organisational or situational constraints.

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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.

£875+VAT
(per delegate)
2 day public workshop

Group and charity discounts available

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

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
£575+VAT
(per delegate)
per 2 day event

Modules from £330+VAT
(per delegate, per module)
discounts available when delivering multiple modules

Based on 12 delegates

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Train your Organisation

Become an officially accredited corporate Lateral Thinking trainer. Roll out the renowned techniques across your organisation.

£235+VAT
(per delegate)
for participant manuals

Plus a one-off fee, from
£3350+VAT
for trainer accreditation

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

"Excellent workshop. Trainer was extremely knowledgeable and personable too! Great to hear lots of real-life examples where these techniques have worked for other companies."
Global Pharmaceutical Company

innovate
creativity | ideas | thinking

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