

“Creativity: The process of having original ideas that have value.”

– Sir Ken Robinson

INTUITION VALUE BETTER CHALLENGE
SUPPOSE RISK BETTER LISTEN NEW

HARNESS YOUR CREATIVITY: 2015 Leading Innovation Public Events Planning Guide

CHALLENGE PO VALUE NEW RISK
LISTEN IDEAS CREATIVITY

Strengthen Your Business Results Learn to Use Time-Tested Creative Thinking Tools

Six Thinking Hats:

A foundation of parallel thinking tools that set the stage for collaboration and creativity.

Lateral Thinking:

Idea generating tools designed to move your thinking from “what is” to “what could be.”

Course in Creativity:

Create powerful thinking results with the Six Thinking Hats and Lateral Thinking combo toolset.

Focus on Facilitation:

Combine core tools from de Bono Thinking methods to engage your employees and facilitate productivity.

Train-the-Trainer:

Cultivate talent with de Bono Thinking tools and become a creative thinking organization.



“Innovation: “Implementing valuable ideas that customers and users actively support.”

– Lynda Curtin, The Opportunity Thinker

www.TheOpportunityThinker.com | info@LyndaCurtin.com | 818.507.6055

“The creative process has had more impact, power, influence, and success than any other process in history.” – Robert Fritz

Creativity is Serious Business Creativity Powers the Economy

**What impact is creative thinking having on your business?
Are you satisfied with that? Why?**

Fact: Creative thinking tools and steps are often missing in routine business processes. This contributes to stagnation; nothing new--status quo; incremental improvements that eventually reduce the value of your products, systems, processes, strategy. There's a huge gap to close. Let's close it! Come prepared to skill-up.

Creative Thinking Should be a Regular Component of Your:

- ✓ Decision making process
- ✓ Problem solving process
- ✓ Opportunity searching process
- ✓ Strategic thinking process
- ✓ Innovation process
- ✓ Project planning process
- ✓ Project management process
- ✓ Improvement process
- ✓ Change management process
- ✓ Leadership development process
- ✓ Communication process
- ✓ R&D, Marketing and every process

“A quality program or service program without innovation is a myth.”

– Harold McAlindon

Attending one of our public events will equip you with proven creative thinking tools you can add to your current processes right away. We don't want you to throw away your current tool kits. We want you to strengthen your processes and tool kits so you're prepared to think creatively when you need to and want to.

Who Should Attend?

Not only people who devise strategy or work in R & D, but anyone who wants a disciplined process for innovation, idea generation, concept development, creative problem solving, or a strategy to challenge the status quo can benefit from learning the de Bono Thinking Systems suite of creative and innovative thinking tools. If you face fast-changing trends, fierce competition, and the need to work miracles, you need our creative thinking tools.

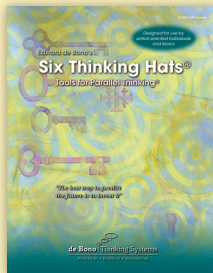
“Executives have up to 1,000 hours of management training and less than 10 hours in innovation and creativity.”

– Tony Buzan

"The value of an idea lies in the using of it." – Thomas A. Edison

Learn de Bono Thinking Systems Tools and You Will Drive Results

**You'll find complete descriptions on our website:
www.TheOpportunityThinker.com**

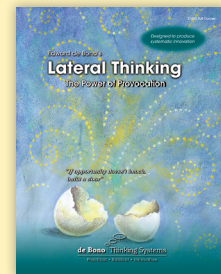


Six Thinking Hats: Set the Stage for Collaboration and Creativity

Results: *"Six Hats is a simple, yet powerful tool that can be learned rapidly and used immediately to achieve long-lasting results. Six Hats has helped our product development group to generate ideas quickly, evaluate them efficiently, and implement action plans effectively."* – Laura Donahue, Nestle

Lateral Thinking: Powerful Idea Generating Tools

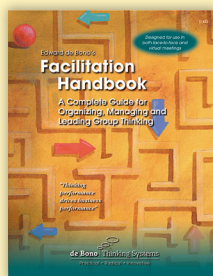
Results: If an opportunity doesn't knock, build a door. At DuPont lateral thinking tools led to an employee's suggestion that eliminated nine steps in the Kevlar manufacturing process. The savings—\$30 million. Need we say more?



Course in Creativity: Put it all Together. Six Thinking Hats & Lateral Thinking Tools

Results: One of Lynda Curtin's clients hosted a three-day event. The focus was to develop ideas to grow the business. Six Thinking Hats and Lateral Thinking tools were used.

The Result: The client increased revenue by \$300 million. Who wouldn't be thrilled with that kind of thinking performance?



Focus on Facilitation: Take the lead; deal the cards; facilitate productive thinking together meetings.

Results: *"Lynda, as I prepared for and led my first YMCA Board strategic planning session, I heard your voice coaching me to lead a successful meeting. Four CEO's asked that I call them to discuss on-site work, and a Board member recommended me to be President next year. Thank you for all you have done to prepare me for this exciting and rewarding work."*

– Mary Kay Uhing, People Power

Train-the-Trainer: Develop your own skilled de Bono Thinking Systems trainers to more quickly help your employees skill-up to meet the demands creative thinking can help resolve.

"Everyone can navigate in fine weather." – Italian Proverb

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2015 Calendar of Live In-Person Events

Dates (Tues. – Thurs.)	Event Location
March 24-26	Des Moines, Iowa
April 14-16	Chicago, Illinois
July 14-16	Chicago, Illinois
October 6-8	Washington, D.C.
November 3-5	Houston, Texas

Registration Options:

For complete details and registration go to:
www.TheOpportunityThinker.com and click on **Public Events**

Registration Options	Duration	Day of the Week	Tuition
Six Thinking Hats For End-Users	1-Day	Tuesday	\$999
Lateral Thinking Short Course for End-Users	1-Day	Wednesday	\$999
Save \$400.00: Course in Creativity for End-Users. Includes Six Thinking Hats and Lateral Thinking	2-Days	Tues & Wed	\$1,598
Focus on Facilitation For End-Users	3-Days	Tues - Thurs	\$3,169
Six Thinking Hats Train-the-Trainer Certification	3-Days	Tues - Thurs	\$5,250
Lateral Thinking Train-the-Trainer Certification	3-Days	Tues - Thurs	\$5,250

Register Now

Schedule the dates on your calendar. Plan to attend with colleagues to strengthen support once you return to work.

Call or email Lynda Curtin with any questions you have, and to secure your spot. We host small group public events to ensure your experience is the best possible.

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Check Out How Lynda's Clients Used the Tools

"The results of the training are visible. We have received a large research project due in part to the creativity tools Lynda taught us."

– Alex D'Anci, Marketing Manager, ABB Finland

Glean Ideas From Lynda's Clients on Ways You Can Use the Tools

1. **Hosted a Three-day Power Session:** Developed ideas to grow the business. Result: Increased revenue by \$300 million. Used Lateral Thinking and Six Thinking Hats tools.
2. Developed and implemented actionable ideas to meet breakthrough sales goals on two-product lines: +\$50 million and +\$10 million. (within six months)
3. **Hosted a Six Thinking Hats Power Session:** Select a software vendor–enterprise wide solution. Budget: \$15 million. Actual Spent: \$12 million. Three million saved because of the thorough and complete thinking of the group.
4. A division of a well-known Fortune 500 (a top 50 company) generated 44% of all patents filed worldwide: Lynda trained the R&D group to apply Focus on Facilitation and Six Thinking Hats tools which helped the team deliver this outstanding result.
5. **ABB:** Learned how to use Six Thinking Hats on global teams to generate better bottom-line decisions. Result: ABB in Finland used to spend 30 days on their multi-national discussions. Now, they do it in two days.
6. **Hosted a Customer Initiatives Team Three-day Power Session:** Developed actionable strategies to create a sustainable three year advantage over their biggest competitor.

Book Lynda Curtin to Lead Custom In-House Events at Your Company:

She will design events focused on your business-critical challenges that need a good dose of creative thinking if they are to be resolved. Work on challenges that are confidential and skill-up your groups more quickly. Call Lynda to start the planning process, and to secure the dates in her busy schedule.

"Bringing Lynda Curtin in to facilitate a Focus on Facilitation program for us was a great investment! Personally, I am much more confident in my own facilitation skills after taking this course, and the feedback from other participants was fantastic."

– Deb Connors, President Well-Advised Consulting, Inc.

Call Lynda Curtin Now: 818-507-6055