

*“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: 2013 de Bono Innovation Events Planning Guide

CHALLENGE PO VALUE NEW RISK  
LISTEN IDEAS CREATIVITY

## Learn World-Class, Time-Tested Creative Thinking Tools That Will Power-Up Your Creative and Innovative Thinking Skills

### **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

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

## **Creative Thinking is an Essential Business Skill if Your Plan is to Thrive**

**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

Our de Bono Innovation Events will equip you with specific tools to add to your existing tool kit. We don't want you to throw away your current tool kit and replace it with our tool kits. We want you to strengthen your tool kit so you're prepared to think creatively when you need to and want to, with confidence.

### **Who Should Attend?**

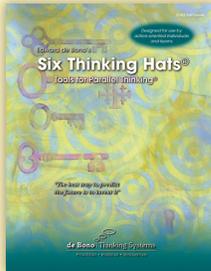
Not only people who devise strategy or work in R & D, but anyone who wants a disciplined process for innovation, idea generation, concept development, creative problem solving, or a strategy to challenge the status quo can benefit from learning the de Bono Thinking Systems suite of creative and innovative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

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

***“The winner is the chef who takes the same ingredients as everyone else and produces the best results.”***  
– Edward de Bono

## **Learn de Bono Thinking Systems Tools and You Will Drive Results**

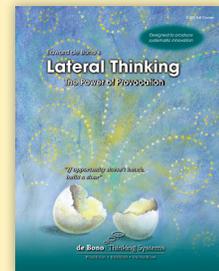
You'll find complete descriptions on our website:  
[www.deBonoForBusiness.com](http://www.deBonoForBusiness.com)



**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

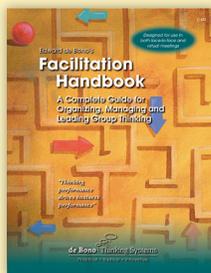
### **Lateral Thinking: Powerful Idea Generating Tools**

**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

## The 2013 de Bono Innovation Events Planning Guide

For complete details and registration go to:  
[www.deBonoForBusiness.com](http://www.deBonoForBusiness.com) click on "Public Workshops"

Option	De Bono Innovation Event Registration Options	Duration	Includes Options	Tuition
A	Six Thinking Hats For End-Users (Tuesday)	1-Day Pass	A	\$999
B	Lateral Thinking Short Course for End-Users (Wednesday)	1-Day Pass	B	\$999
C	Course in Creativity For End-Users (Tuesday/Wednesday)	2-Day Pass	A + B	\$1,599
D	Focus on Facilitation For End-Users (Tuesday-Friday)	4-Day Pass	A + B + D	\$3,169
E	Six Thinking Hats Train-the-Trainer Certification (Tuesday-Friday)	4-Day Pass	A + B + D + E	\$5,250
F	Lateral Thinking Train-the-Trainer Certification (Tuesday-Friday)	4-Day Pass	A + B + D + F	\$5,250
G	Course in Creativity Train-the-Trainer Certification (Tuesday-Friday)	4-Day Pass	A + B + D + E + F	\$10,500

- Each de Bono Innovation Event starts on a Tuesday and ends on Friday.
- Each event is led by an expert de Bono Thinking Systems Master Trainer. There are only 8 Master Trainers worldwide qualified to lead our de Bono Innovation Events.
- You choose your registration option. We've created a flexible event schedule to better meet your needs. Maximize your time and travel investment by purchasing a multi-day pass.
- Plan to attend with colleagues and you'll strengthen support once you return to work.
- Many clients attend to experience the tools; to assess how the tools will work within their organization. They then plan custom projects and in-house events tailored to advance their strategic goals.
- You will receive the official de Bono Thinking Systems guidebooks and handy job aids that will support your use of the tools for years to come.

## 2013 de Bono Innovation Week Calendar of Live In-Person Events

Dates (Tues. – Fri.)	Event Location
February 5-8	Alexandria, Virginia
April 23-26	New York City, New York
May 14-17	Chicago, Illinois
July 23-26	Des Moines, Iowa de Bono Thinking Systems World Headquarters
August 20-23	Des Moines, Iowa de Bono Thinking Systems World Headquarters
September 24-27	Alexandria, Virginia
November 19-22	New York City, New York
December 10-13	Chicago, Illinois

**Custom In-House de Bono Innovation Events:** Lynda Curtin is available to help you plan a de Bono Innovation Event at your organization. This way we can work on challenges that are confidential and skill-up your key staff members more quickly. Call Lynda at 818-507-6055 to start the planning process.

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

- 1. Three-day Power Session:** Develop ideas to grow the business. Result: Increased revenue by \$300 million. Used Lateral Thinking and Six Thinking Hats tools.
- Develop and implement actionable ideas to meet breakthrough sales goals on two product lines: +\$50 million and +\$10 million. (within six months)
- 3. 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.
- End up with actionable ideas to increase revenue by 69%.
- A division of a well-known Fortune 500 (a top 50 company) generated 44% of all patents filed worldwide: The R&D group is trained to apply Focus on Facilitation and Six Thinking Hats tools which helped with this accomplishment.
- 6. ABB:** Learn 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.
- 7. ABB:** Landed a large research project as a result of learning Six Thinking Hats and Lateral Thinking tools from Lynda.
- 8. Customer Initiatives Team Three-day Power Session:** Developed actionable strategies to create a sustainable three year advantage over their biggest competitor.