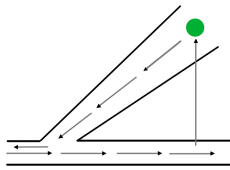


# Lateral Thinking



## What do organisations need today?

New ways of thinking that open doors they didn't know existed. A way of thinking that seeks a solution to an intractable problem through unorthodox methods or elements that would normally be ignored by logical thinking. They need **Lateral Thinking**.

Dr Edward de Bono divides thinking into two methods. He calls one "vertical thinking," which uses the processes of logic - the traditional, historical method. He calls the other "lateral thinking," which involves disrupting an apparent thinking sequence and arriving at the solution from another angle.

Developing breakthrough ideas does not have to be the result of luck or a shotgun effort. Dr. de Bono's proven **Lateral Thinking** methods provide a deliberate, systematic process that will result in innovative thinking.

Creative thinking is not a talent; it's a skill that can be learned. It empowers people by adding strength to their natural abilities, which improves creativity and innovation, which leads to increased productivity and profit. Today, better quality and better service are essential, but they are not enough. Creativity and innovation are the only engines that will drive lasting, global success.

Training can be conducted for groups from 6 – 24 and is conducted over a two-day period for the full course or a single day for the short course. A work-based assessment is also provided to ensure that learning's are applied and benefits realised in the workplace.

Sessions are designed with client need in mind and are delivered by an accredited and experienced de Bono trainer.

## Attend this course if you need to:

- ✓ Build capability to see things differently
- ✓ Learn a systematic process for producing breakthrough ideas and solutions
- ✓ Build the skill of thinking conceptually
- ✓ Challenge the status quo
- ✓ To learn to facilitate the idea generation process from start to finish
- ✓ Develop new problem sensing, problem solving and opportunity identifying skills

For more detail and rates ....

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