

"...I have become a convert. In LateralThinking, our normally haphazard way of thinking is replaced by a deliberate method that, in a prescribed and systematic way, solves the problems."

- Ivan Giaver, Nobel Prize for Physics,  
Rensselaer Institute



## Edward de Bono's

# Lateral Thinking

Brought to you by **de**  
**BONO**  
BUSINESS SOLUTIONS

### ABOUT LATERAL THINKING

Vertical thinking gives us the gift of logic. Lateral Thinking gives us the gift of creativity. Whenever you are faced with rapid change, fierce competition and the need to work miracles against all odds, that's when you need the tools of Lateral Thinking.

Developing breakthrough ideas does not have to be the result of exhaustive brainstorming sessions. There is a proven, deliberate and systematic approach to creativity that will result in innovative ideas and solutions.

Lateral Thinking is a creative process that empowers people by adding strength to their natural abilities, a process that improves creativity, innovation and one which leads to increased productivity and profits

### THE REVOLUTIONARY NEW THINKING CODE... GUARANTEED TO CRACK THE COMPETITIVE GAME

Lateral Thinking is a proven, deliberate and systematic approach to creativity that will enable you to:

- Generate breakthrough ideas on demand
- Turn average ideas into competitive, innovative solutions
- Rapidly grow your business by generating high value products, services and innovations
- Differentiate yourself and out perform the competition with ground breaking tools and techniques
- Maximise your most valuable resource, your mind, to excel and build a profitable business

### WHO SHOULD ATTEND?

Designed for leaders, executives, senior managers, strategists, innovators and anyone required to change the corporate mindset and think 'out of the box' in their everyday activities. The following people will find Lateral Thinking particularly beneficial:

- Line Mangers
- Strategists
- Business Unit Heads
- Internal Consultants
- Advertising Executives
- Directors
- Executives
- Trainers
- Facilitators



Book today and change the way you think

Call +27 11 463 9898 | Fax: +27 86 506 1747 | E-mail: [info@debono.co.za](mailto:info@debono.co.za) | [www.debono.co.za](http://www.debono.co.za)



# Lateral Thinking



## WORKSHOP OVERVIEW

Lateral Thinking is available as a 1-day (short course) or 2-day (full course) programme. This internationally accredited training programme provides the perfect toolkit for any innovator or creative thinker.

Unlike many creative thinking approaches, Lateral Thinking provides a series of deliberate techniques that will enable you to unleash the creative potential of your team to deliver tangible business solutions for sustainable competitive advantage.



de Bono Business Solutions is a Division of Business Results Group  
BRG is an Official Distributor of de Bono Thinking Systems

## WORKSHOP OBJECTIVES

Lateral Thinking is regularly used by Fortune 500 companies as well as most of South Africa's top Blue Chip organisations. By attending Lateral Thinking you will learn to:

- Quick start creativity - apply structured thinking processes to facilitate personal and group idea generation
- Challenge current thinking by considering alternatives outside of the status quo and current thinking patterns
- Harvest and evaluate ideas generated in a creative session for practical implementation
- Generate unique solutions to difficult problems

## OTHER TRAINING COURSES AVAILABLE

- **Six Thinking Hats®**  
Maximise Team Thinking and Communication for Unbeatable Results
- **Power of Perception (POP™)**  
The Analytical Thinking Toolkit
- **Six Value Medals™**  
Design and Deliver Strategic Value
- **Simplicity**  
Simplify your Business - Optimise Assets and Increase Return on Investment
- **Train-the-Trainer**  
Available for Lateral Thinking and Six Thinking Hats®

## WORKSHOP OUTLINE

### The Need for Creative Thinking

- The limits of logical thinking
- Why creative thinking is a learnable set of skills offering remarkable results

### The Lateral Thinking Techniques

#### Alternatives

- How to use 'concepts' as a breeding ground for new ideas

#### Focus

- The discipline of defining your focus from the outset, and sticking to it. How to generate and use a Creative Hit List

#### Challenge

- Breaking free from the limits of the accepted ways of operating

#### Random Entry

- Using unconnected input to open up new lines of thinking

#### Provocation & Movement

- Explores the nature of perception and how it limits creativity. The Provocation techniques are designed to challenge these limitations. Movement is a deliberate mental operation that we can use as an alternative to judgment. It allows us to develop a provocative idea into one that is a workable and realistic solution

### Applying Innovation for Commercial Advantage

#### Harvesting

- At the end of a Creative Thinking session we normally only take note of the specific ideas that seem practical and have obvious value. We need to make a deliberate effort to harvest and collect ideas and concepts that are less well developed.

#### Treatment of Ideas

- How to develop ideas and shape them towards their practical application in your business.

Each delegate will receive an official Lateral Thinking Training Manual. All materials have been personally developed by Dr Edward de Bono and are imported from the United States of America.



Book today and change the way you think

Call +27 11 941 9898 | Fax: +27 86 506 1747 | E-mail: info@debono.co.za | www.debono.co.za