

"What Edward de Bono is doing to teach people how to think may be the most important thing going on in the world today"

- George Gallup, Chairman,
The Gallup Organisation



Edward de Bono's

Six Value Medals™

Brought to you by de
BONO
BUSINESS SOLUTIONS

ABOUT SIX VALUE MEDALS™

Value is fast becoming the differentiator in business today. Adding value, delivering value and designing compelling value propositions lie at the core of decisions and competitive advantage. In this programme you will learn how to articulate the basis for decisions and design compelling value propositions for stakeholders. Identifying and resolving conflicts in values that have a negative impact on employees, the organisation, clients, community relationships and more is a core part of the process.

Dr de Bono's Six Value Medals™ is the fastest selling de Bono course world-wide and will provide you with a step-by-step framework to consider these issues as well as how to maximise value throughout your entire organisation.

WHO SHOULD ATTEND?

The workshop is designed for individuals and teams working in highly competitive or changing environments where value is a key ingredient in their decision making process. Six Value Medals™ is especially beneficial for:

- Managers and Executives
- Customer Service Teams
- Project / Strategy teams
- Marketing Managers
- Brand Managers

DESIGN AND DELIVER STRATEGIC VALUE

Six Value Medals™ is fast becoming the world's most popular de Bono course. This programme allows you to:

- Increase the value of your organisation by leveraging your existing resources – from customers, to employees, to stakeholders and more
- Beat the competition and become the preferred partner of choice by delivering superior value
- Have your customers pay a premium for your product or service
- Make sound value-based decisions



Book today and change the way you think

Call +27 11 463 9898 | Fax: +27 86 506 1747 | E-mail: info@debono.co.za | www.debono.co.za



Six Value Medals™



WORKSHOP OVERVIEW

Six Value Medals™ takes place in a 2 day interactive workshop. The skills taught in Six Value Medals™ help people quickly but thoroughly scan for values, prioritise which values are the most important to pursue, and then ensure that top values are addressed and maximised every step of the way.



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

WORKSHOP OBJECTIVES

Participants will learn how to use the values framework to effectively:

- Uncover hidden values which will strengthen decisions
- Search for and develop meaningful value
- Make decisions based on values
- Resolve value conflicts
- Complete a big picture value scan
- Evaluate ideas based on value
- Rank values based on impact

OTHER TRAINING COURSES AVAILABLE

- **SixThinking Hats®**
Maximise Team Thinking and Communication for Unbeatable Results
- **Lateral Thinking**
The Innovator's Toolkit for Cracking the Competitive Game
- **Power of Perception (POP™)**
The Analytical Thinking Toolkit
- **Simplicity**
Simplify your Business - Optimise Assets and Increase Return on Investment
- **Train-the-Trainer**
Available for Lateral Thinking and SixThinking Hats®

WORKSHOP OUTLINE

During the Six Value Medals™ workshop, you will learn and practice applying the 6 core Value Medal tools, based around the:

Gold Medal

Gold is precious, and so are people. The gold medal asks, what matters to the people? Human values include pride, achievement, a sense of belonging, hope, trust, and growth.

Silver Medal

Silver impacts the organisation. What matters to the organisation? What are our goals as a company and how will a prospective action help us or hinder us in pursuit of these goals?

Steel Medal

Steel must be as strong as possible. The steel medal asks what are the implications for quality? How will the decision at hand impact the quality of what we do?

Glass Medal

Glass can take the shape of many functional, often beautiful and colorful objects. The glass medal covers change, innovation, simplicity and creativity.

Wood Medal

Wood spotlights ecology values in the broadest sense. Is there a positive or negative impact to the environment if we take this road?

Brass Medal

Brass looks like gold but is not. Brass medal values examine appearances and perception. How will this action be interpreted?

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



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