



Edward de Bono's  
**Lateral Thinking™ International Certification Workshop**  
...powerful international techniques on how to think your way creatively to success

#### Rationale: Why this program

In this course, you will learn new tools to help you find alternative solutions and dramatically increase the number of new, practical ideas you (or your team) is able to come up with. This process is called Lateral Thinking™. It involves unconventional thinking techniques that reroute logic and cause the brain to search for answers in uncharted territory, thereby supporting greater innovation. In this workshop you will learn to leverage on various international principles to train the mindsets and skill sets and to experience hands-on application of these proven creative thinking tools

#### Objectives

Businesses today need a new way of thinking that open doors they didn't even know existed. Sometimes we do not look beyond the obvious alternatives. 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™. Lateral Thinking™ shows how to consistently, deliberately, and purposefully think "out of the box".

#### Contents

Workshop includes detailed understanding, application and practise of the following techniques:

1. Alternatives / Concept Extraction: Use concepts to breed new ideas
2. Focus: Sharpen or change your focus to improve your creative efforts
3. Challenge: Break free from the limits of accepted ways of operating
4. Random Entry: Use unconnected input to open new lines of thinking
5. Provocation: Move from a provocative statement to useful ideas
6. Harvesting: Select the best of early ideas and shape them into useable approaches
7. Treatment of Ideas: Develop ideas and shape them to fit an organization or situation

"Great business competitors are great lateral thinkers . . ." – Edward de Bono

#### Target Audience

CEOs and Heads of Organizations  
HR Professionals  
Project Managers, Engineers, and New Product Developers  
Team Leaders & Members  
Doctors and Lawyers  
Teachers, Trainers & Consultants  
Sales & Marketing Professionals  
Advertising & PR Professionals, and  
Individuals



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## Benefits as Outcome

This workshop helps individuals and organizations to:

- Have a clear understanding of effective, serious creative thinking far beyond the old fashioned brainstorming
- Empower people by adding strength to their natural abilities, so, improving their innovation
- Create new, practical and productive ideas
- Constructively challenge current thinking
- Gain an understanding of creative attitudes
- Build on the concept behind one idea to create even more ideas
- Systematically generate ideas and alternatives
- Dramatically increase the number of creative ideas
- Learn specific tools and techniques that can be applied by individuals or groups in
- Deliberate manner to generate fresh ideas for a defined purpose
- Solve persistent and complex problems in unique and new ways
- Turn problems into opportunities
- Increase productivity and be more effective

Some Practical Applications of Edward de Bono's Workshops in the industry

- ABB multinational project discussions from thirty days down to two days
- IBM used the Six Hats method as part of its core training for 40,000 managers worldwide and reduced meeting times by one quarter
- DuPont's Center for Creativity and Innovation, Motorola, Rockwell, Honeywell, Prudential Insurance, Compaq Computers etc. have trained facilitators and use the process extensively.
- Hewlett-Packard used the Six Thinking Hats® in its May 2002 merger of Hewlett-Packard and Compaq Computer Corporation which created a powerful team of more than 140,000 employees in 160 countries.
- CONNEX, a trademark of MobiFon S.A., the company that launched Romania's first GSM network & is market leader in Mobile Communications, benefitted as follows:
  - Average speed of answer reduced from 225 seconds to 40 seconds
  - Average calls per customer per month reduced from 3 to 1.2
  - Point of Sales Process introduced - reduced activation time from 8 hours to less than 15 minutes
  - Voluntary attrition churn reduced by over 50%
  - Reduced bad debt from 4% to 2.18%

Workshop includes for every participant

- (a) Original Hard copy Course Material from de Bono Thinking Systems, USA
- (b) Original Online Course Material from de Bono Thinking Systems, USA
- (c) Accredited Participation Certificate from de Bono Thinking Systems, USA

Certified faculty

Revathi Turaga: an International Trainer, Inspirational Speaker, Happiness Facilitator, Behavioral Coach, and Innovation Consultant



Refer detailed profile and <http://www.revathionline.com>

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