

Thinking is a journey.
Do you have the right **fuel**? →

2011

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de bono thinking plus
www.debono.org

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A seminar series
presented by
de Bono Thinking Plus
to help you push the
boundaries of your
imagination.



open your mind to
new possibilities

broaden the way
you think



learn how to solve
problems easily and
make better decisions



learn how groups
work together

create, design
and innovate



explore subjects
more fully



Six Thinking Hats®



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During this one-day short course, learn how to separate thinking into six modes and become a more objective, thorough thinker. Unlock the power of parallel thinking. Explore subjects more fully, argue less, be constructive, creative and reduce meeting time. The Six Thinking Hats® is a powerful meeting and communication tool; a creativity stimulant and a reality check that fosters collaboration and productive outcomes.





Attend this course if you need to:

- Effectively lead teams and meetings.
- Maximise input and ideas & improve results.
- Defuse emotional topics and balance thinking objectively.
- Speed up thinking, be more productive and save time.
- Build clear problem definitions from different perspectives.

Replace one-dimensional thinking with six-dimensional thinking.

Much of our thinking is done in a disorganised, inefficient way. We often try to do too much at once. Emotions, information, logic, hope, risk and creativity are all mixed up together. It is like juggling too many balls. As a result we begin to limit our thinking and make poor decisions.

Often, we tend to use only one type of thinking at any given moment.

It is like a golfer using only one club – a driver may be perfect for teeing off, but is clumsy on the putting green.

One type of thinking is no longer adequate to cope with today's rapidly changing world. Judgement and argument can no longer solve problems or move us forward. We need to switch our thinking from one-dimension to six-dimensions using Parallel Thinking™.

The Six Thinking Hats® is a process that enables Parallel Thinking™. It allows for collaborative, focused and directed thinking. It allows us to explore six different avenues of thought to build insight, creative ideas and solutions. The process is a powerful tool to help change the way we think. It promotes productive interaction and creative thinking — vital ingredients for any meeting, any discussion and any decision.



Everyday
Creativity

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Many of us feel pressured by lack of time and having no head space. Although we think as hard as we can, there just isn't enough creative juice to generate ideas and solve problems. If your creativity needs a jump start, this two-day workshop combining the power of the Six Thinking Hats® with a number of key Lateral Thinking™ tools will make creativity an everyday possibility.



Everyday Creativity

Attend this course if you need to:

- Encourage collaboration and communication.
- Recognise and overcome the barriers to creativity.
- Strengthen your creativity skills by learning tools and techniques.
- Focus and manage the thinking process.
- Turn problems into opportunities.
- Identify ways to make space and time for thinking.
- Realise that you are creative.

Jump start your creativity.

Some people think being creative is about having access to some mysterious black box. If you lift the lid, there are all sorts of secrets in there that you can have access to. If only it was that easy. The reality is, there are tools and techniques that you can learn and these are available to everybody, through this short course.

The course has two components:

The **Six Thinking Hats®**: a process that establishes Parallel Thinking™. It enables collaboration, focus, exploration and allows new dimensions of possibility to open up.

Within the Six Thinking Hats®, the Green Hat provides for creativity. It opens the mind to start generating new ideas. It provides an opportunity to bring the non-existent into existence. The Green Hat doesn't give you "instant magic". But it provides an opportunity for serious creativity.

Lateral Thinking™ helps you find that instant magic. It provides the tools and techniques to build new ideas, challenge current ways of operating and open new lines of thinking.



Lateral Thinking™

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When you face fast changing trends, fierce competition and the need to work miracles with ever decreasing budgets, you require systematic creativity for innovation. For this you need Lateral Thinking. This two-day workshop gives you the skills to think outside the square for strategic needs, solving difficult problems, innovating and inventing new futures.



Lateral Thinking™

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 conceptual thinking.
- Challenge the status quo.
- Manage the key stages of the creativity process for innovation.
- Develop problem sensing and solving skills.

What is Lateral Thinking™?

“lateral thinking: a way of thinking that seeks a solution to a problem through unorthodox methods or elements that would normally be ignored by logical thinking.” (Oxford English Dictionary)

According to Dr. Edward de Bono, there are two types of thinking. He calls one “vertical thinking:” the use of step-by-step logic. The other, “lateral thinking”, involves disrupting an apparent normal thinking sequence and arriving at a solution from another angle.

Developing breakthrough ideas does not have to be the result of luck or a shotgun effort. Lateral Thinking™ provides a proven, deliberate systematic creativity process that results in innovation.

While the term Lateral Thinking™ is often ill-defined and misused, it is in fact a creative process that empowers people by adding strength to their natural abilities.

Our minds find typical and predictable responses to issues. This leads to thinking “inside the box” and to entrapment in paradigms. Lateral Thinking™ shows us how to get outside the box to create and innovate breakthroughs.

It improves creativity, supports innovation and leads to increased productivity and growth.

Today, better service and quality alone are not enough. Creativity and innovation are the only competencies that drive lasting, global success.

effective
thinking
with:



Direct Attention
Thinking Tools
(DATT™)

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Drive your thinking further in the right direction. In this two-day workshop, learn 10 thinking tools. Use a managed approach to get the right information and take the right course of action. The DATT™ tools enable you to be sharper, more directed thinker. They allow you to solve problems more easily and make the best possible decisions, quicker.

**effective
thinking
with:**



**Direct Attention
Thinking Tools
(DATT™)**

Attend this course if you need to:

- Think with clarity.
- Use methodical and constructive problem sensing and solving skills.
- Make confident and considered decisions.
- Avoid impulsive behaviour and judgements.
- Fine-tune for productive thinking.

Why are thinking skills important?

Life presents us with numerous issues, problems and decision-making situations: some important, some trivial. We jump into action in these situations without much time or thought. Then we wait and see what happens—if the signs are good, we keep going; if they are not, we stop and clean up the mess we have created.

Action, if directed appropriately, is good, if not, it can result in errors and painful mistakes.

What is DATT™?

There are 10 Direct Attention Thinking Tools (DATT™) for directing your thinking in a powerful, managed way to get pertinent information and take appropriate action. The tools sharpen and focus your thinking in a comprehensive, effective and efficient way. They create a framework for mapping the thinking task into manageable steps. They help establish a broad and inclusive viewpoint. They improve your ability to think, see the consequences of plans and actions, solve problems, use creativity and make considered decisions before you take action.



Fuel Registration

For multiple reservations, please photocopy this form or email or call us.

Please reserve a place for:

Name: _____

Position: _____

Organisation: _____

Address: _____

Telephone: _____

Fax: _____

Email: _____

To attend the following thinkware programme:

Name of programme: _____

Date: _____

Location: _____

Total Fee Payable: \$ _____

Please enclose a cheque payable to "de bono thinking plus" or include credit card details.

- Visa
- Mastercard
- Amex

Card Number: _____

Card Expiry: _____

Cardholder's name: _____

Cardholder's signature: _____

Please send me further information:

Detailed course information:

- DATT™
- Six Thinking Hats®
- Lateral Thinking™
- Everyday Creativity
- Simplicity™

I would like to learn more about:

- Thinking about Thinking (thinknotes)
- Designlab process
- Harvesting and Treating Ideas
- Thought Leadership
- Thinkplus for Education
- Accreditation programmes

Terms and conditions

Minimum participant numbers apply for a programme to proceed. **Fees:** All prices quoted are GST inclusive. Payment must be received prior to the commencement of a programme.

Participants enrolled in more than one fuel programme will receive a 10% discount. A 50% discount applies for full-time students, not-for-profit organisations and SME's (no other discounts apply). The registration fee covers tuition, authorised materials and refreshments.

Refunds and Cancellations:

There are no cancellations or refunds unless required by law. If you cannot attend we are happy for you to substitute another person. If the seminar is cancelled, all fees will be refunded.

Disclaimer: while we have taken care to make sure the information in this brochure is accurate, we reserve the right to make amendments. **Your Privacy:** de Bono Thinking Plus will record your details to keep you informed about events and initiatives of value to you. This information may be accessed only by de Bono Thinking Plus. You may contact us at anytime to update your personal information.



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Current Seminar Listing 2011

Six Thinking Hats® One Day: \$660 per person

Melbourne:	Sydney
22 March	11 April
21 June	6 June
20 September	5 September
5 December	28 November

Lateral Thinking™ One Day: \$660 per person

Melbourne	Sydney
23 March	12 April
22 June	7 June
21 September	6 September
6 December	29 November

Lateral Thinking™ Two Day: \$990 per person

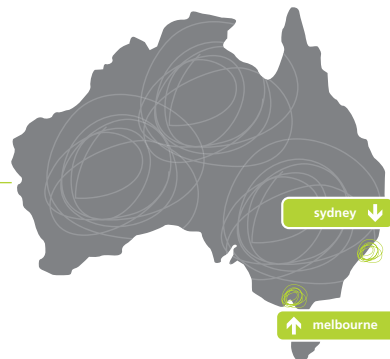
Melbourne	Sydney
23 & 24 March	12 & 13 April
22 & 23 June	7 & 8 June
21 & 22 September	6 & 7 September
6 & 7 December	29 & 30 November

DATT™ Two Day: \$880 per person

Melbourne	Sydney
29 & 30 March	14 & 15 April
16 & 17 June	9 & 10 June
27 & 28 September	8 & 9 September
8 & 9 December	1 & 2 December

Everyday Creativity™ Two Day: \$990 per person

Melbourne	Sydney
22 & 23 March	11 & 12 April
21 & 22 June	6 & 7 June
20 & 21 September	5 & 6 September
5 & 6 December	28 & 29 November



All Prices are GST Inclusive.

For courses in Perth, please contact POWA Institute
www.powa.org.au or
0407 384 101.

Please contact us to discuss your requirements for accreditation or in-house programmes.

We are happy to design a programme to meet your specific needs.