

Serious Creativity: Applying de Bono Thinking Tools

A study on the use of practical thinking systems that promote frontline innovation

Dr Edward de Bono has presented to tens of thousands of Australia leaders over the last 30 years, and his simple logical practical thinking systems are acclaimed globally. In Australia de Bono has worked with every level of government, with every sort of private enterprise, and passionately supported education and civic sector organisations.

It would be hard to find a leader in any type organisation that hasn't heard of de Bono's Lateral Thinking, Six Thinking Hats, or his schools program CoRT. His techniques make instant sense to those who hear him present, or attend one of his tools training programs.

Despite this, his methods have NOT been fully embraced by Australian organisations, and are NOT being effectively applied by Australian leaders. At best we see isolated examples of teams using his tools, and when we do we see striking examples of creativity, high levels of collaboration, and significant increases in productivity. But the reality is that Australian leaders are letting themselves, their people, and their organizations down by sticking with traditional thinking methods.

The challenge is that de Bono are *'Simple to understand, But not Easy to apply'* simply because they require discipline in thinking, and Australian leaders are not providing that discipline. This program addresses this issue head on.

This is **NOT** a simple tools training course – this is an interactive facilitated workshop that gives you real skills you can use, today and every day to get things done. Facilitated by a master trainer with almost 30 years of actual use in hundreds of team projects and facilitations, you will learn...

- Just why de Bono tools are so simple to understand and learn, but not as easy to apply
- What is required to put them into use each and every day to raise creative productivity
- To guide high level collaborative thinking and stop wasting so much time in meetings
- How to generate better more useful ideas faster, and exactly when you need them
- That ideas are not solutions, but ideas lead to solutions when harvested and treated well
- How to plan and lead creative thinking sessions to unleash the genius of your people

Blended learning to ensure sustained application

This program is a Leadership Victoria blended learning experience delivered in three stages...

1. **Pre-workshop** – participants receive a welcome email with links and reading attachments to introduce some of the de Bono principles that underlay this program
2. **Workshop** – this workshop is highly interactive and content rich, using Presentation Zen delivery methods – ensure highly effective learning, with time to apply new thinking on the spot
3. **Post-workshop** – participants are given access to a range of online eModules that build on the material covered in the workshop so learning is maintained, key insights and tools can be reviewed, and so they might share these with their teams back at work.

Facilitator: Your master trainer for this workshop is Bill Jarrard, Imagineer: Leadership, People and Organisations and founder of Mindwerx International. Guest speakers will also join us to share their real-life experiences with the material you'll be learning.