

DE BONO'S COURSE IN CREATIVITY

A Step-by-Step approach to individual and corporate creativity

Today's environment demands innovation. This does not have to be a shotgun effort. Using Dr. de Bono's proven lateral thinking tools, it can be a deliberate, systematic, process that will result in more breakthrough thinking. This is a rigorous course designed for those looking for more creativity in strategic thinking, innovation, process improvement or marketing.

OUTCOMES:

You will:

- * Bring your creative thinking and the thinking of others into a sharp focus
- * Create new and practical ideas by using deliberately provocative statements
- * Spark creative thinking by using random input
- * Challenge your organization's current thinking
- * Turn harvest ideas into usable, practical forms
- * Find and build on the concept behind one idea to create even more ideas
- * Learn how to be creative on command

NOTE 1:

All participants will work with the official workbook and exercises created by Dr. de Bono.

NOTE 2:

Recommended sequence: Take Six Hats first, then de Bono's Course in Creativity. For maximum benefits take both programs back to back.

PARTICIPANTS:

People who seek to expand their thinking and problem solving skills.

PROGRAM:

(2 days)

The Need for Lateral Thinking

- * Shattering the myths around creative thinking
- * Understanding the logic of lateral thinking

Focus

- * Shifting the focus away from problems
- * Learning the importance of redefining the focus
- * Develop your own creative hit list

Challenge

- * How to challenge the traditional ways
- * Learning to break free of our thinking patterns

Alternatives

- * Learn the value of conceptual thinking
- * How to use concepts to breed new ideas

Random Entry

- * Using random input to create new connections

Provocation

- * Going beyond deferring judgement to active movement
- * How to turn ideas into practical solutions

Harvesting and Treatment

- * How to maximize the capturing of ideas from your creative thinking
- * How to turn starter ideas into workable ideas