



EXECUTIVE SUMMARY

Learn the effective use of Dr Edward de Bono's Simplicity™ Method, a powerful tool which aims to reduce the unnecessary duplication of efforts to increase ROI by removing age-old roadblocks and barriers which will increase employee and customer satisfaction. Empower your employees to think up new ways of doing things in a *simpler* way, leading to faster-to-market innovations and easier process systems.

If your organisation is looking for ways to streamline products and processes, thereby becoming more effective, efficient and user-friendly, Simplicity™ will help you accomplish these goals. Simplicity™ teaches people to end habits that are no longer necessary, stop duplication of tasks, and challenge every aspect of business so that they can perform at a higher level in all areas. Skills are developed to stimulate, support, encourage, and coach employees to take thoughtful, intelligent risks.

WORKSHOP MATERIALS

Every participant receives a bound workshop manual, with examples, worksheets and checklists.

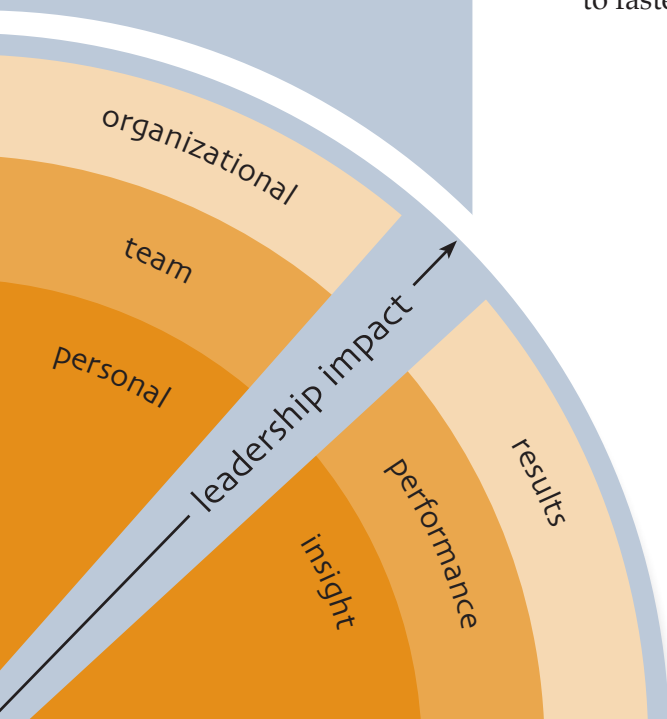
WHO IS IT FOR?

Executives, managers and leaders involved in decision making and anyone who believes in *simplicity* as a key value for product, process or plan.

WHAT WILL I BE ABLE TO DO AFTER PARTICIPATING?

You and your business will be better able to:

- Reduce unnecessary duplication of efforts to increase ROI
- Remove age-old roadblocks and barriers, which will increase employee and customer satisfaction
- Free your employees to think through new ideas more quickly, leading to faster to market innovations



At businessfruit we are passionate about helping you deliver results. We provide powerful, practical and globally-proven workshops on a local, regional or worldwide basis - workshops that help you drive lasting improvements in personal, team and organizational performance.

To find out more about this workshop and our other programs:

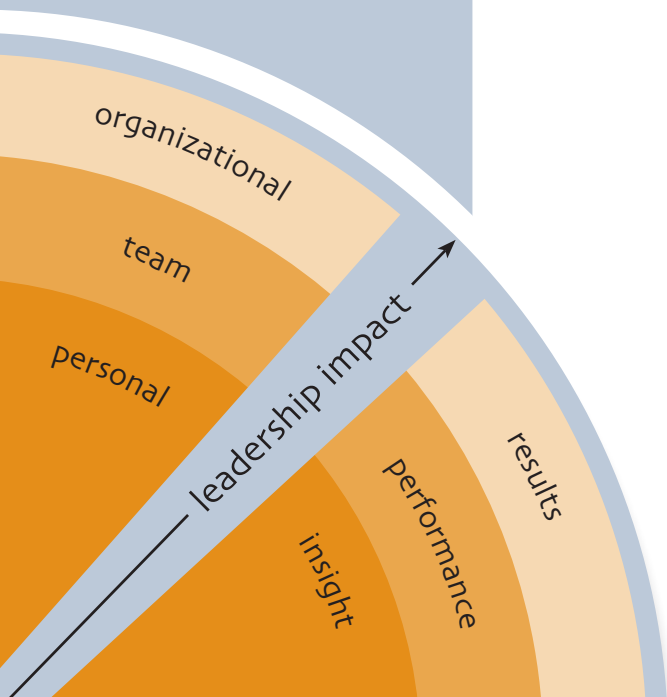
1. email businessfruit at: info@businessfruit.com
2. phone Hywel Thomas at businessfruit on: +32.476.611.317
3. visit our web site at www.businessfruit.com, and 'contact us'

Simplicity™

An Edward de Bono Workshop

CORE PROGRAM

- **What is Simplicity?**
 - Why and how do things become complex ?
 - Simplify by defining Objectives and Value
- **Simplicity™ Methods:**
 - Historical Review
 - Combine
 - Shift and delegate
 - Replacing
 - Wishful thinking
 - Provocative amputation
 - Restructuring
 - Rearrange existing parts
 - Broad and Narrow View
 - General flavour
 - Ladder
 - Dangers of Simplicity
 - Rules of Simplicity
- **Dangers of Simplicity**
- **Rules of Simplicity**



businessfruit
TRANSFORMING PERFORMANCE™

w: www.businessfruit.com
e: info@businessfruit.com
t: +32 476.611.317

Simplicity™ has been developed by and is a trademark of Edward de Bono., ALL RIGHTS RESERVED. ©2008