a businessfruit workshop

Lateral Thinking™

An Edward de Bono Workshop

Executive Summary

What do businesses need today? A new way of thinking that opens a door they didn't even know existed. 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™.

Dr. Edward de Bono divides thinking into two methods. He calls one "vertical thinking," which uses the processes of logic--the traditional, historical method. He calls the other "lateral thinking," which involves disrupting an apparent thinking sequence and arriving at the solution from another angle.

Developing breakthrough ideas does not have to be the result of luck or a shotgun effort. Dr. de Bono's proven Lateral Thinking™ methods provide a deliberate, systematic process that will result in innovative thinking.

Creative thinking is not a talent; it's a skill that can be learned. It empowers people by adding strength to their natural abilities, which improves creativity and innovation, which leads to increased productivity and profit. Today, better quality and better service are essential, but they are not enough. Creativity and innovation are the only engines that will drive lasting, global success.

Workshop Materials

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

Who is it for?

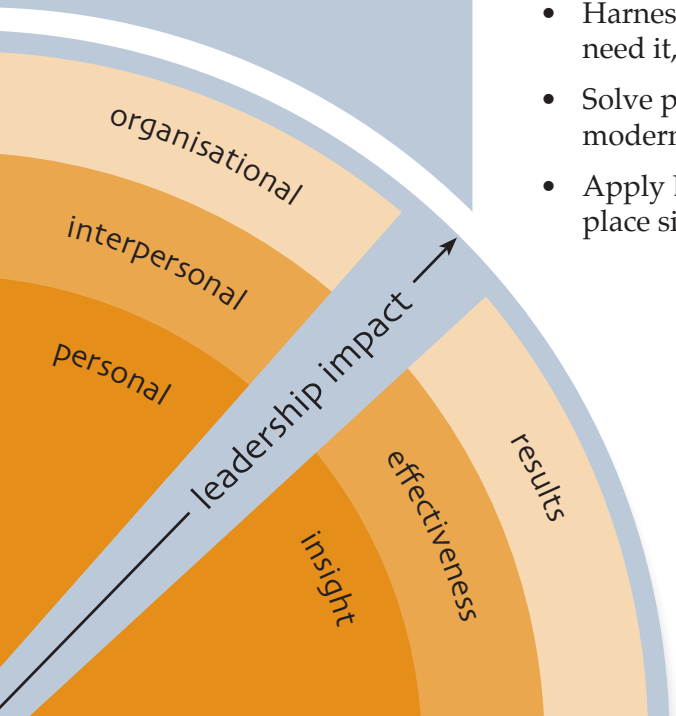
Everyone who wishes to bring innovative thinking into their workplace would like to focus thinking and bring a clear structure to help you plan and manage any discussion. Helpful for individuals, it becomes even more powerful in meetings where everyone brings shared focus on one aspect of the discussion at a time.

What will I be able to do after participating?

You will be better avle to:

- Constructively stretch you current thinking capability by using solid practical methods
- Harness your own creativity so that it can work for you, when you need it, for competitive advantage
- Solve problems and generate new ideas to meet the challenges of the modern business environment
- Apply Lateral Thinking™ tools immmediately and directly to workplace situations

The Core Programme is described in more detail on the next page



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 organisational performance.

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

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'

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Core Programme

☐ **Introduction to Lateral Thinking™**
- Vertical and Lateral Thinking. Developing your flexible thinking capability.

☐ **Alternatives**
- How to use concepts as a breeding ground for new ideas. Sometimes we do not look beyond the obvious alternatives.

☐ **Focus**
- When and how to change the focus of your thinking. You will learn the discipline of defining your focus and sticking to it.

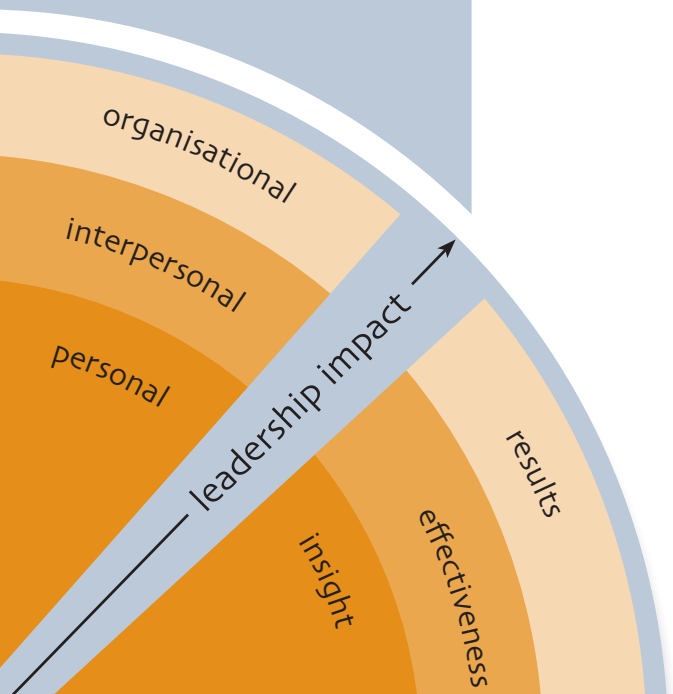
☐ **Challenge**
- Breaking free from the limits of traditional thinking. With challenges, we act as though the present way of doing things is not necessarily the best.

☐ **Random Entry**
- Using unconnected input to open up new lines of thinking.

☐ **Provocation and Movement**
- Generating provocative statements and using them to build new ideas.

☐ **Harvesting**
- Capturing your creative output. At the end of a creative-thinking session, we normally only take note of the specific ideas that seem practical and have obvious value.

☐ **Treatment of Ideas**
- How to develop ideas and shape them to fit an organisation or situation.



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