

LATERAL THINKING™

Select focus

General focus
Purpose focus

“Imagination is more important than knowledge. For knowledge is limited to all we now know and understand, while imagination embraces the entire world, and all there ever will be to know and understand.” - Albert Einstein

Generate ideas

Random Word
Concept Extraction
Challenge
Provocation

How good are you at imagining the world 5 years from now? 5 years ago, did you foresee some of the new ideas that have become commonplace today? Did you come up with any new ideas in the last 5 years for yourself, your family or your business? Well, many other people did. Why not you?

Capture output

Harvesting
Treatment

Creativity is not a mystical talent that some are born with and others not. It is a skill that anyone can learn. With practice, you can generate ideas outside the box anytime and anywhere. There are structured, systematic tools to help you do this.

Get results

Evaluation
Serious creativity

Become a valuable employee by contributing useful ideas to your employer. Improve your family's lives by implementing meaningful changes at home. Have more fun in life by believing things can always get better, and then making it happen.



“The best way to predict the future is to create it.”
- Peter Drucker

Lateral Thinking is the essential toolkit for anyone who wants to make tomorrow better than today.



Lateral Thinking



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LATERAL THINKING™ Course Outline

Why you should attend

The world around you is changing fast. Are you driving that change or merely trying to keep up? Do you embrace new ideas or fear them? Lateral Thinking gives you the confidence and skills to survive and thrive in today's economy.

- Learn how to think outside the box
- Understand what the “box” means
- Know when to stay inside the box
- Add value to your team and family
- Constantly improve yourself and your life

What you will learn

Use systematic tools to generate creative ideas on demand. Develop starting ideas into practical ideas that can work in the real world. Understand that provocations are not ideas.

- Brainstorming vs creativity
- Random Entry as a starting point
- Concept Triangle & Concept Fan
- Current Thinking Checklist
- Challenging current thinking
- Provocation and movement

How you will learn

Thinking is a skill, just like tennis. You cannot learn a skill by merely reading about or watching it. You have to practise the skill yourself and get feedback from a trained professional.

- Presentation of lateral thinking tools
- Examples of how each tool is used
- Hands-on practice for each tool
- Group discussions to learn from others
- Feedback on how to improve your thinking

Who should attend

Lateral Thinking is most useful for those with the desire to try out new ideas, and the authority to implement change. It also helps mould the mindsets of those who need to live with constant change.

- Leaders of businesses and teams
- Managers who need to implement ideas
- Researchers and innovators
- Executives who seek improvement
- Individuals who deal with change