The first part of Innovation
Creativity at Work
Edward de Bono's Lateral Thinking™

Presented by:
Resources Unlimited
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Edward de Bono: The Designer

- M.D., Ph.D. (physiology, medicine, and psychology), Rhodes scholar
- World’s leading authority in the field of creative and conceptual thinking
- Originator of the term Lateral Thinking
- Author of over 60 books in 47 languages
The Basics Behind Lateral Thinking

- We are hardwired to be UN-creative.
- We need formal tools for breaking out of patterned thinking.
- Everyone can learn how to be more creative
- Lateral Thinking gives you the power to create ideas on demand
Suggest Lateral Thinking If You Hear...

any of these seven common comments

(The cartoons in this presentation are used with Permission from the artist, Bob Thaves.)
1. Management shoots down all of our ideas.
Because Lateral Thinking Will

Give managers the tools to encourage and reward the creative EFFORT that must become a habit before you can get consistently innovative results.

Give employees the tools to assess and improve ideas before submitting them.
2. Creative people are a nuisance. They’re always getting out of line.
Teach managers how to perceive creative intrusions as a valuable tool for checking blind spots and biases. Creative ideas are often jarring.

Give collaborative employees the tools to generate creative ideas on demand. You do not have to rely on a flock of born rebels to “buck the system.”
3. We don’t have time to go through all that trial and error.
Because Lateral Thinking Will

Teach managers to be alert for new opportunities at every stage as ideas are explored.

Give employees tools that speed up the innovation process.
4. Creative people are so off-the-wall. Their ideas are never feasible.
Because Lateral Thinking Will Will

Give everyone the tools of provocation and movement so they know how to get value from initially unworkable ideas.

Teach everyone how to harvest, tailor, and shape ideas to make them more practical.
5. This company doesn’t see mistakes as progress. We quit too soon.
Because Lateral Thinking Will

Give everyone tools to assess and minimize risk.
Teach everyone how to perceive failures as necessary steps in the creative process.
Enable everyone to learn from their mistakes.
6. We don’t know what to be creative about.
Because Lateral Thinking Will

Teach all how to develop and work on a Creative Hit List.
7. We don’t need new ideas. We’re already aligned about what we’re doing/where we’re going/how to get there.
Because Lateral Thinking Will Teach everyone the absolute necessity of applying the creative process continuously to every strategy, process, assumption, product, and practice, in our rapidly changing world.
Edward de Bono’s Creative Thinking Process

GET STARTED

Select & Define Focus

Generate Ideas

Capture & Work with Output

Results: New Ideas

Introduction
Lateral Thinking: Options for Access

- Public Seminars
- In-House Seminars
- Certification
- Facilitation
Resources Unlimited

1-800-278-1292
Email: deBONO@ResourcesUnlimited.com
www.ResourcesUnlimited.com

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