

# Ideation Leader: Process Facilitation Skill Training

*Develop your own in-house innovation process expertise.*

*“The primary purpose of leadership is to create a structure that releases the brain power of people and transmits ideas fast.”*

- Warren Bennis

More than ever before, employees are being asked to lead productive ideation sessions that will boost revenue and profit. Unfortunately, there has not been a focus on developing this specialized skill set. Teams have settled into the routine of generating the same old ideas over and over again. Frustrated with their lack of new ideas, they do nothing. Yet, they want to do better. They just don't know how. If this describes your situation, take action now.

## **Develop Robust Process Facilitation Skills: Deliver Results**

**The focus:** highly interactive, practical, lots of practice, hands-on, intense, skill building, immediate feedback, relevant. Learn how to:

- ◆ Work with your client to help them discover and define the expected outcome.
- ◆ Design a thinking intervention to meet the client need.
- ◆ Spend time developing a wide range of possible focus statements to increase the range of possible solutions.
- ◆ Use powerful idea generating tools that will unlock the thinking of your group so they can generate fresh, practical new solutions. “Out-of-the-box” thinking.
- ◆ Lead your team through a thorough business challenge to identify hidden opportunities, to set new strategies for continued revenue, and profit growth.
- ◆ Help teams plan a proactive approach with the output .

**Duration:** Ten days. Maximum group size is 8. In-house only.

**Audience:** People who need to lead powerful, results oriented sessions, that will have a significant positive impact on business.

**This is not a basic facilitation course on:** meeting effectiveness, group dynamics, facilitation skills for trainers/team leaders, leading group discussions, room preparation.

Develop your own in-house idea development leaders by tapping into Lynda Curtin's wealth of experience:

- ◆ Lynda is one of only 9 Accredited de Bono Facilitators in the world.
- ◆ Lynda is recognized as one of the most experienced and successful practitioners in North America.
- ◆ Lynda is trained and certified by Dr. Edward de Bono in all of his thinking methodologies, she shares over 8 years of practical experience.
- ◆ Lynda is a Six Thinking Hats Master Trainer, and was re-certified by Edward in 2000.
- ◆ Lynda is able to conduct business anywhere in the world. She has worked in Canada, Finland and the United States.
- ◆ Lynda is an active member of the Advanced Practical Thinking Training, Inc. (APTT) global network, the official supplier of de Bono training materials.

The Innovation Network Represents: Lynda Curtin • The Opportunity Thinker  
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