

Lateral Thinking™: Innovation on Demand

The “**Out-of-the-Box**” Tool Kit That Works

“When you face fast changing trends, fierce competition, and the need to work miracles despite tight budgets, lateral thinking tools will help you move forward, fast.”

Lateral Thinking: is a deliberate, systematic, step-by-step process designed to uncover powerful new solutions by **moving your thinking beyond the predictable**. Learn how-to strengthen your business with a steady flow of profitable business ideas. It doesn't matter what part of the business you are responsible for, or what industry you work in. Most likely you are being asked to deliver more innovative solutions. If you want to improve your business results, this practical tool kit is for you.

Objectives: In this fast-paced, hands-on session, you will learn how to quickly flex your own mental muscle to:

1. Create new or improved processes, products, services, markets, etc., **on demand**
2. Increase your **practical** new idea output - **idea banking**
3. Bring your thinking and the thinking of others into **sharp focus** to increase your range of solutions - **incremental, breakthrough, revolutionary, radical**
4. Develop **two key skills** of a powerful creative thinker: how to work with concepts and random input to shift your thinking from predictable solutions to **“aha”** solutions—yes, why didn't we think of that before? Brilliant!
5. Plan **productive** ideation thinking sessions - to increase participation and **buy-in, to new ways and opportunities**
6. Develop powerful strategies to **secure the lead**

Audience: Sales & Marketing • R&D • Manufacturing • IT• HR • Customer Care • Finance • Quality • Product Development • Engineering • Executive Teams • Strategic Development • Brand Management • E-Commerce • Web Management • In-tact Teams • Open Enrollment Training

Materials: The official course materials developed by the originator of Lateral Thinking and Six Thinking Hats, Dr. Edward de Bono

Time Options: 1, 2, 3, 4 days, or in modules over time; application based

“The results of the training are visible. We have received a large research project due in part to the creativity tools Lynda taught us.”

- Alex D'Anci, Marketing Manager
ABB Finland

“By the end of this year we will have doubled our business since our Creative Thinking session with you, and we are 60% of the way to the goal. It's almost time to raise the bar!”

- Dan Weare, National Business Manager, Sears Canada, Inc.

“Tap into Lynda's expertise. She is one of the most successful and experienced practitioners in North America helping clients to boost revenue and profit!”

Lateral thinking: time tested and proven around the world in over 40 countries.

The Innovation Network Represents: Lynda Curtin • The Opportunity Thinker
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