



# Lateral Thinking

*Why do organizations need to be creative today? A new way of thinking that can help you create new patterns of thinking. A way of selective thinking that seeks a solution to a complex problem through restructuring methods or elements that would normally be ignored by logical thinking. These are Lateral Thinking*

Edward de Bono divides thinking into multiple methods. He calls one "vertical thinking," which uses the process of known logic, the traditional, historical method. He calls the other "lateral thinking," which involves disrupting an apparent thinking sequence and finds a solution from a different angle.



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

Creative thinking is not a talent; it's a skill that can be easily learned. It empowers people by adding strength to their natural abilities. This new thinking leads to changes in attitudes & approaches; flowing creativity and innovation to be liberated from old ideas.

**1 Day Short Course Workshop(s)**  
**available for \$750.00**  
**Per person, with a group of 10 or more.**



A Workshop for Creative Leaders, Teams, and Change Agents

Today, better quality and better service are essential, but they are not enough. Creativity and innovation are the only engines that will drive lasting, sustainable, new ideas.

## Lateral Thinking Techniques

- **Alternatives:** Use concept extraction as a process tool breeding ground for new ideas. Sometimes we do not look beyond the obvious concepts.
- **Focus:** Learn how to change the focus of your thinking. You will learn the discipline of defining your area & problem focus and sticking to it.
- **Challenge:** Learn how to analyze & optimize a process. Break apart traditional thinking & sequence new thinking & ideas.
- **Random Entry:** Use random input to open up new patterns of thinking.
- **Provocation and Movement:** Generate provocative statements and use them to create new ideas and concepts.
- **Harvesting:** Capture creative output at the end of a new idea-thinking session. Then sort and organize the ideas by value.
- **Treatment of Ideas:** Develop ideas, shape and tailor them to fit an organization or situation.

