Edward de Bono’s Lateral Thinking™

Overview of course content
This programme will show you how to think ‘out of the box’ to arrive at innovative solutions that are relevant and timely for your organisation. It includes the following concepts:

- Alternatives - develop alternatives from the ideas you already have.
- Focus - define your focus and stick to it.
- Challenge - breaking free from the limits of the accepted ways of thinking. Explore the way we do things and seek alternatives.
- Random Entry - use random input to open up new lines of thinking.
- Provocation & Movement - explore how perceptions limit creativity and how to challenge those limitations.

"You cannot dig a hole in a different place by digging the same hole deeper!"

A brief history...
Edward de Bono is widely regarded as one of the world’s leading contributors to the area of creativity and effective thinking.

Lateral Thinking seeks a solution to a stubborn problem through unorthodox methods that would normally be ignored by logical thinking. Edward de Bono divides thinking into two methods:

- Vertical thinking - using logical thought processes.
- Lateral thinking - disrupting logical thought to arrive at the solution from another angle.

Key benefits
- Develop better idea generation and problem solving skills.
- A valuable aid to strategic planning and process review.
- Use your ideas to get immediate results when attacking problems.
- Constructively challenge current thinking - turning problems into opportunities.

Duration and format
One day in-house course which can be tailored to meet particular needs.

Who is this course for?
Those seeking to review their organisation’s strategy and competitiveness.
Those responsible for radically improving operational processes and procedures.
Those who prefer a more process-oriented approach to problem solving.
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What’s it all about?

In today’s society of fast changing trends and fierce competition it is imperative to find innovative solutions to stubborn problems. Edward de Bono’s Lateral Thinking™ will show you unorthodox methods to change your perception, which encourages creative thought. To move on with a problem, you don’t need more logical thought, you need to approach it from a new angle. The attention needs to be shifted from the traditional methods which only take you so far. Challenging your current thinking will harness your own creativity and produce great results. In today’s society of fast changing trends and fierce competition it is imperative to find innovative solutions to stubborn problems.

Why Lateral Thinking?

• Turn problems into opportunities.

• Find alternative, creative solutions to problems whenever and wherever you want.

• Dramatically increase new and practical ideas using unconventional thinking methods.

• Tap into you own personal creativity, which can be used on demand.

• Challenge the status quo and stand out from the crowd.

• Create more ideas by building on the concept behind an idea.

• Use alternatives to liberate and harness creativity.

Introduction

• Discover how thinking is divided into two methods:
  1. Vertical Thinking - using the process of logic.
  2. Lateral Thinking™ - disrupting the logical process and thinking from a different angle.

The four key concepts:

Alternatives

• Searching for alternatives to how you would usually think to generate more ideas.
• The more alternatives you find the more ideas you generate.

Focus

• Focus creative energy on opportunities as well as problems.
• Ensure your thinking is directed to the needed result.
• Knowing exactly what you are trying to do at any time and not going off at a tangent.

Challenge

• Challenging the status quo, the situation and the thinking.
• How to look at anything and challenge it.

Random Entry

• Thinking of random solutions to look at a problem from a different viewpoint.
• By viewing things from the outside, problems can be seen from a whole new viewpoint.
• Thinking of nonsense solutions to arrive at different viewpoints.
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Continue and refresh your learning even after the course...
...all attendees on this course receive FREE access to the exclusive ‘Edward de Bono’s Lateral Thinking’ post course learning area of the Illumine website.

Related Courses

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<thead>
<tr>
<th>Course</th>
<th>Description</th>
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<tbody>
<tr>
<td>Creativity for Logical Thinkers</td>
<td>An ideal introduction to creativity, the course incorporates an introduction to six hats as an idea evaluation tool.</td>
</tr>
<tr>
<td>Six Thinking Hats®</td>
<td>De Bono’s tool is one of the idea evaluation techniques on this course. We also offer the full Six Thinking Hats programme separately.</td>
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How can I take this programme?

In-house course - suitable for organisations that want to develop teams or groups of individuals from across the organisation. Programmes can be geared towards your organisation or industry sector with relevant activities, examples and case studies. Discuss your needs with an account manager on +44(0)1753 866633 or email inhouse@illumine.co.uk.

Continuous Development

CPD recognition is awarded on both public workshops and in-house courses, being dependent on the number of hours spent learning. On request Illumine will provide a certificate of attendance for you to use as evidence and attach to your record card.

About Illumine

Illumine Training provides management and personal skills development, focused on developing better brains for better business. The range of courses and workshops is split into six business critical areas and are delivered through:

- Public Workshops - 1 and 2 day workshops.
- In-house Courses - Specifically for teams or groups from within an organisation, tailoring as necessary.
- FIT Sessions - In-house bite-size (90 minute) learning sessions designed by Illumine to maximise learning in the minimum time possible.
- Other Options - E-learning, Facilitation, Coaching, Away-days and Speakers.