

Copyright notice

The copyright for this material resides with the author. Reproduction, publishing or use for training purposes is not permitted without prior consent.



UK/US SHINGO SUMMIT

2009

16-18 JUNE

Lateral Thinking for Business Success



DEBONO
FOUNDATION UK



UK/US SHINGO SUMMIT
2009
HIGH MANAGER 8-9TH JUNE

The Edward de Bono Foundation UK

- Global organisation
- Working in over 30 countries including UK
- Creative & constructive thinking
- Businesses & Governments
- Schools & Colleges
- Individuals....

Edward de Bono



UK/US SHINGO SUMMIT

2009

16-18 JUNE



In US 40% of corporate's executive time spent in meetings was reduced by 75% so releasing 30% of time at no extra cost



A Norwegian oil company losing \$100,000 + per day in revenue due to unsolved drilling problem - after 12-minute creative session generated idea that saved in excess of \$10m



Global insurance company use lateral thinking to create first entirely new insurance product for over 100 years



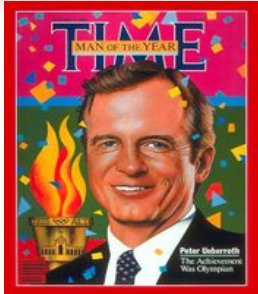
Australian doctor challenges medical thinking to find radical cure for stomach ulcers...



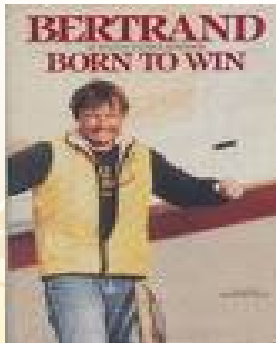
UK/US SHINGO SUMMIT

2009

HIGH MANAGER 8-9TH JUNE



Peter Ueberroth gets 1984 Olympic committee to use creative techniques to design the first profit-making games....



In his book *Born to Win* John Bertrand, skipper of the successful 1983 challenger for the America's Cup yacht race explained that the same techniques enabled the Australian boat *Australia II* to claim victory, ending 132 years of American supremacy!



UK/US SHINGO SUMMIT

2009

HIGH WANDSEER 8-9TH JUNE

Importance of Perception



***“90% of errors in thinking are errors in perception not judgement”
Prof. David Perkins, Harvard***



UK/US SHINGO SUMMIT

2009
HIGH MANAGER 8-9TH JUNE



The Paradox

- To solve problems and to get ideas we have to think
- To find new ideas we need to be creative
- The brain is not really designed for creativity
- We need tools and techniques to help us



UK/US SHINGO SUMMIT

2009

HIGH WANDSEER 8-9TH JUNE

Creative Challenge

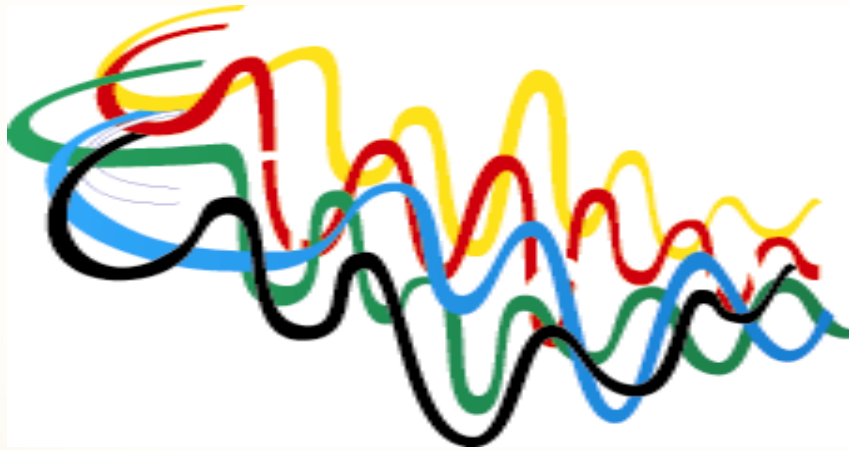
Tear a hole in
A4-size paper of
sufficient size to
put the whole of
your actual body
through...



UK/US SHINGO SUMMIT

2009
HIGH MANAGER 8-9TH JUNE

Habits of Mind



Thinking in hats.....



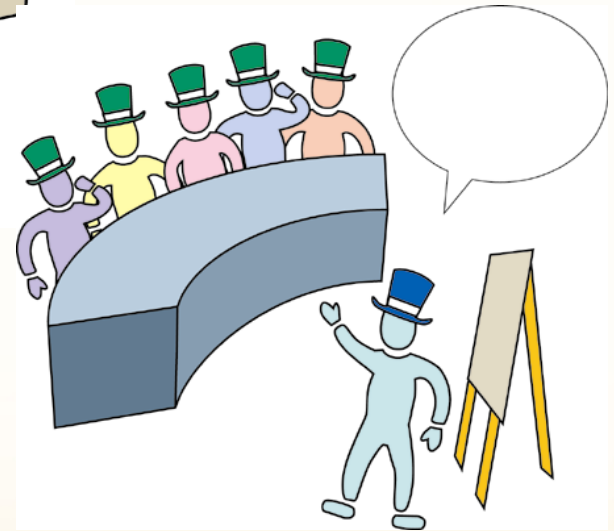
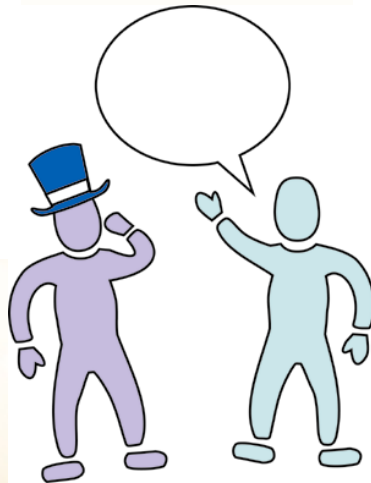
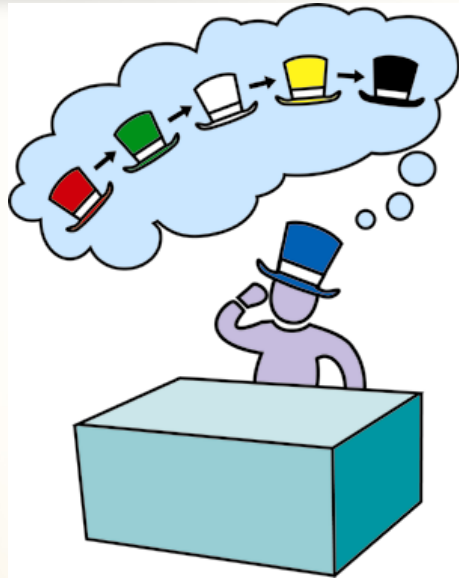
Six 'notional' hats that can be put on and taken off easily to indicate a role or mode of thinking

Six Thinking Hats

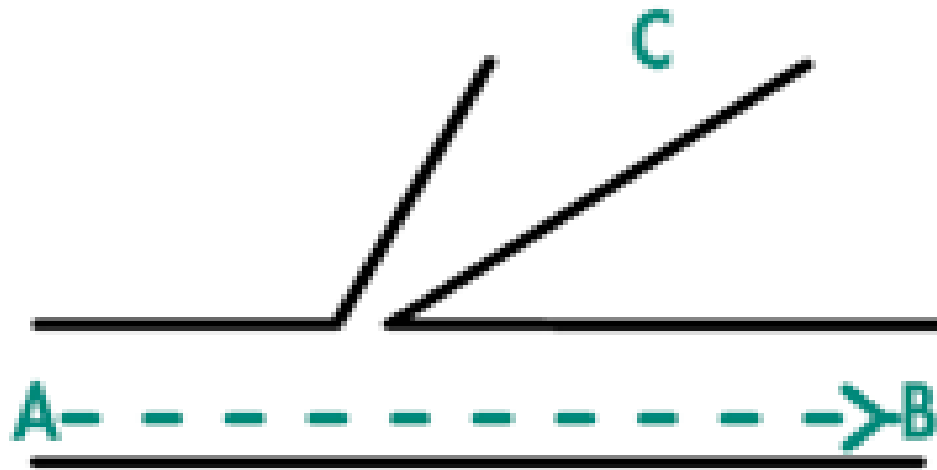
- White hat -information and data
- Red hat -emotion and intuition
- Black hat -negative and caution
- Yellow hat -benefits and positive
- Green hat -possibilities & alternatives
- Blue hat -overview and process



Parallel Thinking



Thinking patterns





Creativity

Problem-solving

Fresh Thinking

Improvement



Green Hat = Creativity

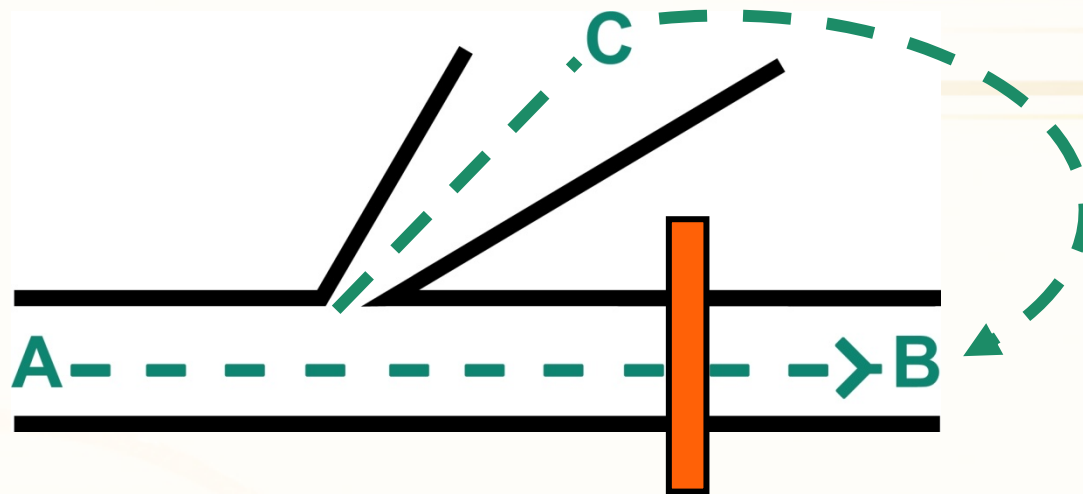
- time and space for idea generation
- reflective not decisive
- divergent not convergent
- collaborative and constructive



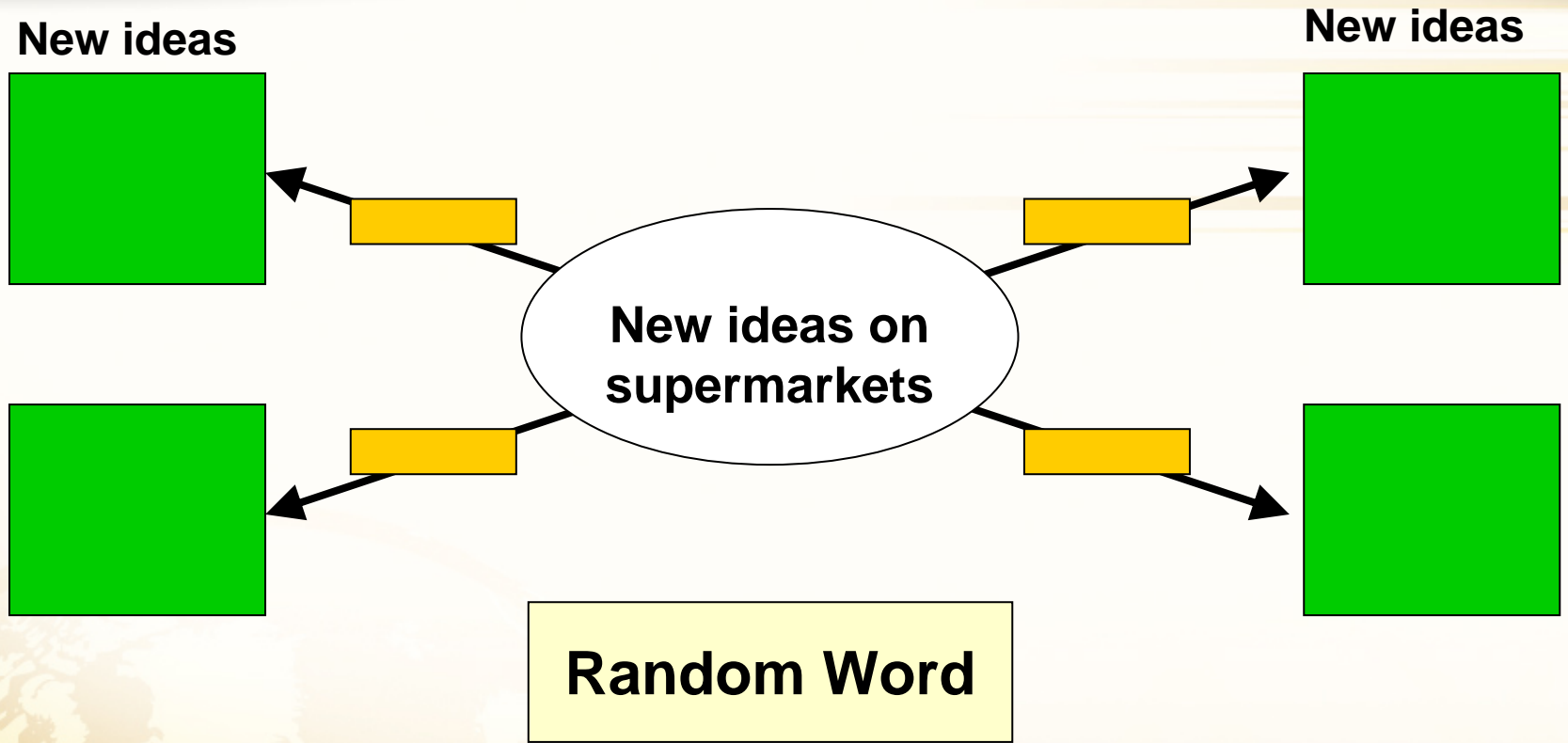
Concept Extraction

Idea →	<u>Concept</u> →	Alternative Ideas
Cafe	<u>Refreshment</u>	Vending Water fountain Nail bar Juice bar Massage chair Sauna Solarium Quiet room

Lateral Thinking



Random Word Technique





Hints for creative thinking

1. Parallel Thinking = “unbundles thinking”
2. Use ‘green hat’ – everyone generates ideas
3. No judgement or debate – just capture ideas
4. Use concepts as springboards to find more ideas
5. Use a random word to stimulate new thinking
6. Have fun – enjoy the game of creativity!



Thank You



DEBONO
FOUNDATION UK



UK/US SHINGO SUMMIT
2009
HEICH HANDELER 8-10th JUNE