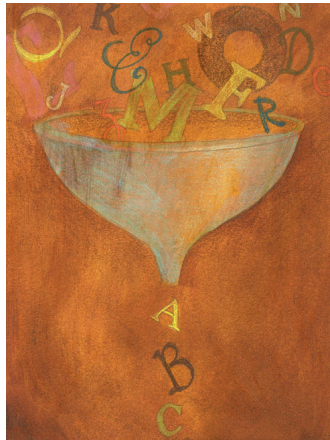


# Course in Creativity™

A Course for Leaders,  
Teams and Individuals

**Ready, set....be creative! It sounds silly but that is what we expect from our employees today. Creativity on demand. Better solutions. Fresh ideas. Now.**

The search is on for how to ensure your organization's survival and prosperity into the future. What's desperately needed, and often missing are proven, repeatable methods for producing creativity on demand. The ability to innovate.



The *Course in Creativity™* combines two time-tested, results driven methodologies created by Edward de Bono—*Six Thinking Hats®* and *Lateral Thinking*. As a result of learning the tools in these systems, participants will enhance their communication skills, generate more creative ideas, reduce conflict, and improve team results.

## Participants will learn how to:

Anticipate changes and prepare for the future (create & innovate)

- Challenge the status quo
- Make a habit of searching for creative ideas
- Set priorities and create objectives in alignment with the priorities...focus
- Learn how to move from concept to idea to tangible outcome
- Make decisions and identify required resources

Implement with quality, speed, respect and value

- Execute work plans on time and within budget
- Optimize resources
- Be accountable for results

**The results are remarkable, immediate and will energize your entire organization.**

DuPont benchmarked every creativity process on the market for its Creativity Center. Dr. David Tanner, former technical director of DuPont, says, "the de Bono techniques were the most useful." An employee's suggestion—the reengineering of a manufacturing process for Kevlar®—eliminated nine steps in the manufacturing process as a result of using de Bono techniques and saved DuPont \$30 million dollars!

For more examples of the power of the de Bono *Course in Creativity™*, order your copy of *Total Creativity in Business & Industry* By Dr. David Tanner.

