



The Need For Innovation Skill Development

Leaders understand that innovation is the difference between being a market leader and ceasing to exist. If you can't remain relevant in this high change world your profits will dwindle, star talent will leave, and your business will flounder.

Barbara Stennes, de Bono Consulting's CEO, has more than 15 years of experience working with teams motivated to increase results through innovation. She'll provide tips on how to identify barriers to innovation and provide an interactive overview on thinking skills such as: Six Thinking Hats, Lateral Thinking, Power of Perception and more.

de Bono Consulting's work is featured in [Total Creativity in Business & Industry](#) by Dr. David Tanner who developed the DuPont Creativity & Innovation Center, and in the book [Innovation: Case by Case](#) by Barbara Stennes.



MSEL PRESENTS Barbara Stennes:
Tuesday, November 9, 2010
Check-in and breakfast begin at 7:15 am
Event will be held from 8:00 am – 9:00 am
University of San Diego
Mother Rosalie Hall Room 102
www.sandiego.edu/mseI
PLEASE RSVP NO LATER THAN
Friday, November 5, 2010
by going to:
<http://bit.ly/deBonoConsulting>



Barbara Stennes, Founder, CEO and President of de Bono Consulting, a [Resources Unlimited](#) company, is a well-known expert in innovation and creativity. As a business owner and consultant for over 20 years, she has helped hundreds of organizations worldwide to transform their culture.

Barbara is the author of the book entitled [Innovation: Case by Case](#), a collection of real-world de Bono success stories that illustrate how organizations have implemented the de Bono thinking methods to create new products, revamp processes, and design new services.

Barbara is one of only five [Lifetime Certified de Bono Master Trainers](#) worldwide. The Lifetime Certified Master Trainer designation was awarded by [Dr. Edward de Bono](#) and is reserved for professional consultants who have been affiliated with the de Bono organization for at least 10 years, have trained over 10,000 people in de Bono thinking techniques, have demonstrated outstanding skills, and who exemplify the highest standards in customer satisfaction.

A list of de Bono Consulting's [clients](#) can be found [here](#).