

“THINKING DIFFERENTLY” 2-DAY WORKSHOP

*Practical new knowledge, skills and attitudes to strategically
enhance your business, and your own life*

Workshop Overview

Many organisations, which were once leaders in their field, are now struggling and resorting to price as the differentiator. New businesses have arrived on the scene, disrupting the traditional way things used to be. Individuals too are facing a new crisis in their own lives: not enough time, and increasing task complexity. The sustainable key to unlock both areas is the unique ability to strategically think and act differently, using new knowledge, skills and attitudes.

What Previous Attendees Have Said: *“Inspiring”; “the focus was on practice – no theory”; “insightful and engaging”; “best interactive session I have ever attended”; “fun and energetic”; “a refreshing and creative approach to a workshop”; “very motivating”; “everyone got involved and were interested”; “informative and helped to transform my thought process”; “opened possibilities I hadn’t thought about before”; “a very different approach to addressing issues and challenges”; “creative ideas were coming out of my head all through the sessions”; “very practical”; “always something interesting going on”*

INTRODUCTION TO RAY BUSCHMANN

Our facilitator today is a leading global “hands on” idea management practitioner, who is a specialist in the field of generating business oriented creativity and ingenuity.

Ray is an Australian, and over the last 14 years has held extensive senior management positions within the giant energy corporation, Chevron, in South Africa, Singapore, Thailand, with the past 7 years in the United States. As part of his global duties, Ray has visited over 95 countries, and is a passionate advocate for diversity. From 2003 to 2007, he held the unique role of Global Manager Innovative Solutions within Chevron Lubricants, and pioneered the introduction of new and stimulating ingenuity techniques and tools, shared in speaking engagements around the world.

In December 2007, with he and his wife Angie’s first grand-child arriving in February as a catalyst, Ray took on an even more focused path, returning to Australia as the Principal of his own company: “Solving The Impossible Pty Ltd, and continues to focus on “what works” rather than the prevailing theory, especially in helping clients solve seemingly, impossible customer problems.

His transformational leadership is characterized by capturing practical insights beyond his business world, as he continues to work closely with idea management colleagues in various industries, countries, learning institutions, consultancies, and innovation authors, to share and continually learn best practices.

Ray is the author of a paper: “Ideas Galore – What Do We Do Now?”, and his unique approach to idea management has been used as a case study in the MBA course, “Management of Innovation” at the Università Cattolica, Piacenza Italy. He has been referenced in “Fortune” magazine, featured in “The Future of Innovation – Practice & Possibility Among the Most Effective Large Corporations”, ILO (Innovation in Large Organisations) Institute USA, and also in “Finance Week”, South Africa.

His first book, “Solving Impossible Customer Problems”, will soon be published, and he is already writing a creative pathways book especially for children, due in late 2009.

The “Thinking Differently” workshop has already been conducted in Cape Town South Africa, Karachi Pakistan, Ghent Belgium, Bogota Colombia, Rio de Janeiro Brazil, Cairo Egypt, Moscow Russia, Sydney Australia, and in the United States at Miami Florida, Louisville Kentucky, Richmond, San Ramon and San Francisco California.

Please help me welcome Ray Buschmann

DAY 1

The first day helps you become more aware of your own potential, and deeper understanding of the knowledge, skills and attitudes required for innovative thinking. Many people still believe that you have to be “born creative” to be able to keep coming up with great ideas. In reality, the only difference between those who can, and those who can't, is the learning of uncomplicated thinking techniques, plus the element of fun. Focussed creativity can drive astounding solutions to even the most difficult or seemingly impossible problem. The workshop is centred on interaction, walking participants through the different aspects of thinking in a new way, and working hands-on examples for everyone to experience their new talents.

0830 Registration and Refreshment

0900 Session 1: Quick Start to Creativity!

- Where did Thinking Differently come from?
- Sure-fire way to turbo-charge new introductions
- Creativity and Innovation – what's the difference anyway?
- Preparation for Day 2: Core Competency Self Assessment
- Identifying the highest priority business problem in the room in about 10 minutes?
- Magical wisdom from the cards?

1030 Morning Refreshment and Recharge

1100 Session 2: Prove to yourself that Everyone can be Creative!

- Limbering Up: Laughter is the best medicine
- Seven Techniques to Practice Your New Creative Skills
- Let the Zing Magic begin

1230 Networking Luncheon

1345 Session 3: Finding Real Solutions to the Chosen Highest Priority Business Problem Part 1

- Put the Problem under the SPOTLIGHT?
- EXCAVATE the Problem?
- Go Crazy and CONQUER the Problem?

1530 Afternoon Refreshment and Recharge

1600 Session 4: Finding Real Solutions to the Chosen Highest Priority Business Problem Part 2

- Trigger your Solutions with STEALTH?
- Review and Questions on Day 1

1700 Close of Day 1

DAY 2

The second day is sharply focussed towards experienced hands-on application of knowledge and idea management within an organisation, and what individuals can do to increase the probability of success. Each participant will have the opportunity to benchmark themselves against the best companies, with the critical personal factors that need to be nurtured for success in strategic innovation. Personal workbooks are used, with an interpretation of the assessment results, and suggested remedial action.

0830 Registration and Refreshment

0900 Session 1: Turning Employee Knowledge and Ideas into Gold!

- Questions from day 1?
- 10 Key Hands-On Lessons to Help Turn Employee Knowledge and Ideas Into Gold

Using the facilitator's recent 4 years pioneering experience as practitioner in the role of Global Manager Innovative Solutions for a Fortune 500 company, you will learn the 10 key hands-on lessons that increase the potential for successful implementation of idea management processes: what worked successfully, but more importantly what didn't, so you can be aware of the pitfalls

1030 Morning Refreshment and Recharge

1100 Session 2: Thinking Differently Core Competency Profile Self-Assessment for Individuals Part 1

- The Innovation Triangle Model
- Your Creative Thinking Results – Benchmarking and Sharing Best Practices

1230 Networking Luncheon

1345 Session 3: Thinking Differently Core Competency Profile Self Assessment for Individuals Part 2

- Your Strategic Thinking Results – Benchmarking and Sharing Best Practices

1530 Afternoon Refreshment and Recharge

1600 Session 4: Thinking Differently Core Competency Profile Self Assessment for Individuals Part 3

- Your Transformational Thinking Results – Benchmarking and Sharing Best Practices
- Wrap Up and Overall Workshop Plus/Delta using Zing

1700 Close of Workshop