



SOLVING THE
IMPOSSIBLE

Key Note Presentation

“The idea is there, locked inside, and all you have to do is remove the excess stone”

Michelangelo Buonarroti Italian Sculptor, Painter, Architect & Poet 1525

Turning Employee Knowledge And Ideas into Gold: Lessons from a Global Practitioner



Ray Buschmann
Principal,
“Solving The Impossible” Pty Ltd

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Turning Employee Knowledge And Ideas into Gold: Lessons from a Global Practitioner

Synopsis: Ray Buschmann is a leading global “hands-on” idea management practitioner, who is a specialist in the field of generating business oriented creativity and ingenuity. He will share a one hour fascinating account, packed full of friendly advice and anecdotes, of the highs and lows of implementing a recent idea management program in a Fortune 500 global organisation. Adding to the enjoyment of hearing Ray’s views, is his quick wit and high energy enthusiasm that will have you and your team laughing, inspired, stimulated, and highly motivated to eagerly move forward with your own challenges

Who Should Attend – Companies and Individuals who want to gain practical insights to create new knowledge and ideas



Specific Questions To Be Answered

- Capturing new ideas is critical to business success but how can it be done efficiently, and with maximum productivity?
- What worked successfully in a Fortune 500 global organisation, but more importantly what didn't, so others can be aware of the potential pitfalls?
- What are the 10 key hands-on lessons to increase the potential for successful implementation of idea management processes?



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“Introduction to Ray Buschmann”



Ray Buschmann 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 early 2008, 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 be published later this year. He is now currently writing a creative pathways book especially for children, which will be completed in 2009.



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