



Key Note Presentation

“Finding and Solving Customer’s Seemingly Impossible Problems”



Solving The Impossible Pty Ltd

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“Finding and Solving Customer’s Seemingly Impossible Problems” Presentation

Delivered by Principal, Solving The Impossible Pty Ltd, Ray Buschmann

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 journey through his own tested process to find and solve customer’s seemingly impossible problems – a mighty challenge indeed . Along the way he will use real examples and provide insights into each of the phases, and especially what he calls the phenomena of “strange observations”, when individual ideas start to crowd together. Add in Ray’s usual high energy enthusiasm and you can be sure of a unique learning experience

**Who Should Attend – Companies and
Individuals interested in practical creativity
and innovation**



Specific Questions To Be Answered

- Where do we look to find customer’s seemingly impossible problems and know we are focussed on the most appropriate?
- Having found these seemingly impossible problems what package of creativity tools do we use to solve them?
- What are the unexpected “strange observations” that Ray is seeing when ideas crowd together ?



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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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