



Workshop

"THINKING DIFFERENTLY"



Solving The Impossible Pty Ltd

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SOLVING THE IMPOSSIBLE

“Thinking Differently” 1 day Workshop

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

“THINKING DIFFERENTLY” is the premier **SIGNATURE WORKSHOP** for Solving The Impossible Pty Ltd, and has been acclaimed by participants around the world. Multiple sessions have been 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 the United States in Miami Florida, Louisville Kentucky, and California (Richmond, San Ramon and San Francisco).

WORKSHOP SIZE: 9 – 24 participants

This is not a theoretical exercise – we use your chosen problem to demonstrate the techniques



Who Should Attend – Hands-on Companies and Individuals wanting to use new productive thinking techniques to develop their own practical transformational solutions

What Participants Are Saying

"great lively pace and good flow/timing"; "fun and I feel rejuvenated"; "inspiring"; "lots of laughs";
"lots of wisdom transferred"; "a very refreshing approach"; "good facilitation"; "this is the way to learn";
"excellent process to energize ingenuity"; "insightful and engaging"; "very creative"; "wow";
"enjoyed the frank, open and transparent dialogue"; "stimulating"; "something was always going on" ;
"opportunity to look at things from a different angle"; "loved it – I feel like a new person";
"I managed to get the real flavor of creativity"; "the focus was on practice - no theory";
"a very much doing session" ; "we should have kept going all day"; "everyone should do this"



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OBJECTIVE: Proactively energize individuals to use new and easy creativity techniques as another major tool in their armoury to significantly improve business, social issues, or to eliminate problems which can be annoying barriers to success. One unique and universally welcomed factor in this workshop is that there are no slide presentation packs, and everyone willingly participates in the fun: highly charged human energy drives these workshops. **Participants will leave the workshop with a proven process that can be used in any problem solving situation, combining new practical thinking skills and attitudes.**

So what can you expect at the workshop?

A new personal magical introduction technique that will guarantee instant rapport amongst all participants

A new technique practiced to identify amongst participants their highest priority business problem (HPBP) within 12 minutes

Understand the differences between creativity and innovation

By the end of the workshop all participants will have demonstrated and proved to themselves that everyone can be very creative, and have mastered seven sure-fire quick and easy creativity techniques anyone can immediately use

Actually work your chosen HPBP from 12 different angles to gain new insights, develop initial multiple solutions, and charter your course to have the solution “sail” through your organization

Have lots of fun – laughter is the currency of success in this workshop

Depart “thinking differently” with your own Thinking Tool Kit for life





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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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