



Creativity & Innovation Seminar

in partnership with **GrowthAccelerator**

How to develop creative and constructive thinking, a FREE 'taster' workshop.

The Challenge

Today more than ever, business and society needs new ways of thinking that create fresh opportunities. A way of thinking that seeks new solutions to old intractable problems through unorthodox methods or elements that would normally be ignored by logical thinking. This is the essence of 'lateral thinking' – a term associated with Dr Edward de Bono.

We can divide thinking into two methods: one we can call "vertical thinking," which uses the processes of logic – the traditional, historical method. The other we can call "lateral thinking," which involves disrupting a routine thinking sequence and arriving at new ideas from another angle.

The Solution

The Six Thinking Hats is a simple, effective process that helps people be more productive, focused and mindfully involved. Lateral Thinking is a powerful set of thinking strategies that enables the generation of completely new ideas through unorthodox means. Direct Attention Thinking Tools provide simple strategies for shifting perception and focusing thinking in a more comprehensive and thorough way.

The Result

Developing breakthrough ideas does not have to be the result of luck or a shotgun effort. These deliberate thinking methods provide systematic processes that will result in broader, more comprehensive and innovative thinking. Creative thinking is not a talent; it's a skill that can be learned, so these toolsets empower people by adding strength to their natural abilities and the quality of their thinking.

Today, better information and technology are essential, but they are not enough – enhanced creativity and innovation are the only engines that will drive lasting business, social and personal success.

Dates & Venues

- **Wed 25th September 2013** - Oxford Science Park, 9am - 12.30pm
- **Thu 26th September 2013** - Bristol & Bath Science Park, 9am - 12.30pm

To Register

Simply register via our website:

<http://www.personalconsultancysolutions.co.uk> or visit <http://pcslhr.evenbrite.co.uk>

About The FREE Taster Workshop

Although this taster workshop is only an introduction, you'll leave with a host of new ideas and simple techniques to improve your business or personal performance. The workshop is divided into four unique sessions:

- **Session 1** – An overview of thinking & perception
- **Session 2** – Using parallel thinking to increase mental effectiveness.
- **Session 3** – How to use lateral thinking as a springboard for new ideas.
- **Session 4** – Using direct attention techniques to enhance thinking and action.

Lorraine Frost, Growth Manager at GrowthAccelerator, will deliver a presentation on GrowthAccelerator, a service which delivers uniquely tailored advice and support to fast-growing business and how the service offers match funding of up to £2,000 for every senior manager involved in the strategic direction of the business. The service matches experts in business to companies with high growth potential, to provide a bespoke programme of coaching, connectivity, workshops and leadership training, all designed to help business owners and directors ensure their companies fulfil their growth potential.

About PCSL HR

PCSL HR is a boutique HR Consultancy that offers pre-employment testing, assessments and recruitment solutions, as well as globally recognised creativity and innovation training courses and workshops.

About GrowthAccelerator

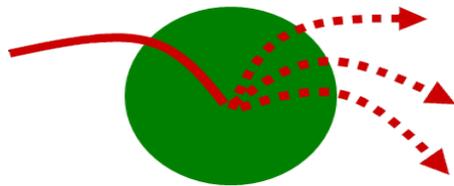
GrowthAccelerator is a service provided by the country's leading business growth specialists, which delivers uniquely tailored advice and support to fast-growing businesses. The service matches experts in business to companies with high growth potential, to provide a bespoke programme of coaching, connectivity, workshops and leadership training, all designed to help business owners and directors ensure their companies fulfil their growth potential. Further information is available at www.growthaccelerator.com.

About The Creative Thinking Tools & Techniques



Use Six Thinking Hats to:

- Solve problems more effectively and efficiently
- Find new perspectives and opportunities
- Make higher quality decisions and reduce conflict
- Hold and lead shorter, more productive meetings
- Make thorough evaluations and assessments



Use Lateral Thinking to:

- Dramatically increase the number of new and practical ideas
- Challenge organisational thinking to find new opportunities
- Create new ideas on demand
- Make innovative thinking part of everyday work style



Use Direct Attention Thinking Tools to:

- Guide or change perception and paradigms
- Evaluate ideas thoroughly and objectively
- Target and focus your thinking at specific areas
- Plan for implementation and action



Keynote Speaker & Presenter: Nigel Newman, Managing Director, PCSL HR

Nigel is a highly experienced facilitator and a Global Master Practitioner in Dr. Edward de Bono's Thinking Methods including Lateral Thinking, Six Thinking Hats, Direct Attention Thinking Tools and the Simplicity Programme. He has worked with techniques developed by the Cognitive Research Trust (CoRT) in Cambridge, UK. (The CoRT Thinking Programme is now the most widely used international programme for the direct teaching of thinking in schools and colleges). He is the chief instructor for the Edward de Bono Foundation and has successfully delivered courses and workshops to thousands of delegates in all walks of life. Nigel is passionate about the need for greater emphasis on the active teaching of thinking as a business and life skill.

Nigel is a former military fast jet pilot and is a teaching graduate with a background in business management where he became experienced in the use of psychometric assessment in the recruitment and development of effective personnel. He is a regular conference speaker and has presented workshops to a wide variety of audiences. He has delivered major programmes for corporate clients including BT, Allianz, PWC, Bayer and HSBC helping them to hold more effective meetings and release creativity in their teams and organisations.



Steven Edwards, Leadership & Management Specialist, GrowthAccelerator.

Steven helps High Growth Potential businesses in the South of England to develop their leadership and management capability by ensuring they are able to access the very best in training and development activity. Steven is always seeking new and innovative development solutions that will have a real impact on the growth of businesses across the South.