

the psychology of Super Enhanced “Out-of-Box” Thinking



with : **G. A. Tan**
Developer of Structured Innovation



Improving Ideas Generation
Problem Solving Skills

How would you like to boost your “Out-of-Box” thinking skills and gain an unfair advantage over your competitors? Become a serial idea generator on demand and gain confidence in transforming deadlocks to breakthroughs in no time?

G. A. Tan

G.A.Tan is a Directive Communication™ (DC) certified training and consulting partner. He specializes in the application of DC psychology of workplace training to mesh technical teams into finely tuned units that identify root causes systematically and finding solution to the problem creatively. Holding a Master degree in Physics, he has spent the first 5 years of his career in both academic and industry research, followed by 10 years of experience in tackling manufacturing process problems in the semiconductor industry. G.A. Tan has conducted numerous in-house and public programs on topics related creativity and problem solving. With his vast experience, G.A.Tan is known for his expertise in the application of creativity and systematic problem-solving methodologies in troubleshooting technical and manufacturing process problems.



Developer of Structured
Innovation

“Expanding Mental Resources
of Technical Professionals”

Overview

Whether you are a manager in search of ideas to maximize productivity of your employees or an individual wanting to improve his/her effectiveness in personal, technical or business problem solving skills, acquiring the ability to significantly improve the flow of ‘out-of-box’ ideas is simply a MUST for you!

You will find in this program a synergy between the revolutionary DC thinking aid known as the CBC cards and the creative transformational thinking tools designed to provide easy to apply step-by-step approach to new breakthrough thinking. DC psychology embossed thinking tools help you overcome mental barriers that stand in the way between the problems and the solutions.

Using DC thinking aids that influence at sub-conscious level, participants will find ease in idea generation and experience a quantum leap in their idea creation ability. Participants will also learn about their unique mental processing style using Colored Brain theory and techniques to strengthen their creative power.

Everything else equal, an increase in your employees' creative skills will result in improved organization capability to innovate.

Objectives & Outcome

A successful participant of this course will be able to:

- ✎ Increase creative idea generation in a way you never thought of.
- ✎ Enhance capability to solve problem creatively.
- ✎ Improve power of imagination.
- ✎ Expand mental processing flexibility and widen your perceptive skills
- ✎ Gain confidence in creating ideas to turn deadlocks into breakthroughs.
- ✎ Reduce stress of doing creative thinking.
- ✎ Gain admiration from superiors, peers and subordinates.
- ✎ Acquire a skill advantage over your competitors.
- ✎ Gain practical insights on how to unlock your employees' creativity.

Who Should Attend:

Managers, Department Heads, Team Leaders, Project Managers, R&D Managers, Engineers, Executives and those desire to find simple and effective solutions to their business, process and technical related problems.

OUTLINE

▲ Background: Understanding the Psychology of Creativity

- Exploring the 5W of Out-of-Box thinking
- Deciphering the “Box” that presides over our head
- The 4 P's of creativity
- Creative Problem Solving Process

▲ Ways to Unlock “Out-of-Box” thinking

- Understand your brain processing style and passion.
 - * Identifying your colored brain using Colored Brain Communication Inventory (CBCI)
 - * Strengthening your colored brain
 - * Nurturing your imagination power
- The Subconscious Mind and Serendipity
 - * Techniques of incubation: harness the power of your Subconscious mind
 - * Recognizing your creative moments
 - * Accessing your subconscious mind using CBC cards
- Optimize creative potential through diversity and multiplicity
- Use “mind jolt” and “Out-of-Box” thinking tools

▲ The DC Embossed Out-of-Box Thinking Tools

- Opportunity Description Tools
- Objective Determining Tools
- Idea Generation Tools:
 - * “Mind Jolting” with CBC cards:
 - + Random cards
 - + Colored-Brain Writing
 - + Concept hub
 - + Challenging Assumptions
 - * Step-by-step application of a proven “Out-of-Box” transformational operator: Divide, Remove, Unify, Multiply and Break, that literally transforms the “Box” and turns deadlocks into breakthrough.
 - + The foundational principles underlying the techniques
 - + Techniques of applying transformational operators to achieve breakthrough ideas

▲ Harvesting and Evaluation

- Collating ideas in the order of priorities.
- Use of Consequence Table to compare alternative ideas against objectives.
- Use of CBC cards in decision making

▲ Action Step Tools

- Project planning and execution to turn ideas into product.



Registration Form – 2 BREAKTHROUGH DAYS ON

THE PSYCHOLOGY OF SUPER ENHANCED “OUT-OF-BOX” THINKING

For registration, kindly fill in the following form and return it via fax: (62-361)981654
or email: register@directivecommunication.com
or mail to Villa de Carmazzi, Lod Tunduh, Ubud, Bali
Website : www.carmazzi.net
www.directivecommunication.com

Company : _____
Address : _____
Contact person : _____
Tel : _____ Fax : _____

Participants' details :

1. Name : _____
Designation : _____
H/P No. : _____
2. Name : _____
Designation : _____
H/P No. : _____
3. Name : _____
Designation : _____
H/P No. : _____

Conference Details:

This course will be conducted for 2 days as follows:

City / Country : _____
Date of Training : _____
Time : 9.00am ~ 5.00pm

Price:

US \$ 1,280.00

Group Discount: Enjoy a group discount of 10% for 3 or more delegates registered at the same time from the same organisation and with the same billing source.

Early Bird Discount: 10% discount for registration before 30 April 2008.

Target participants:

Managers, Department Heads, Team Leaders, Project Managers, R&D Managers, Engineers, Executives and those desire to find simple and effective solutions to their business, process and technical related problems.

Package includes:

- a) Colored Brain Communication Cards
- b) CBCI assessment booklet
- c) Hard cover binder manual

Methods of Payment

- For Singapore or Bank Draft made payable to Directive Communication (Asia) at:
DBS Bank Singapore DIRECTIVE COMMUNICATION INTERNATIONAL (ASIA) PTE LTD
ACCOUNT NUMBER : 048-901089-4 SGD
SWIFT CODE : DBSSSGSG
Mail payment together with this registration to
9 Shenton Way, #04-01 Singapore 068813

Cancellation of registration must be made in writing via fax or e-mail at least two weeks (10 working days) in advance in order to qualify for a refund. However, a 30% will be levied to cover administration costs. The Company reserves the right to change the venue or postpone the course due to unforeseen circumstances.

For further inquiries, please contact at (62-361) 977 536 or email register@directivecommunication.com

(Authorized Signature)

(Company Chop)

Name : _____
Designation : _____
Date : _____

