

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



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



Improving Ideas Generation
Problem Solving Skills

03-04 December 2008, Concorde Hotel, Shah Alam, Malaysia

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.

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Registration Form – 2 BREAKTHROUGH DAYS on

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

03-04 December 2008, 9:00 am - 5:00 pm, Concorde Hotel, Shah Alam, Malaysia

The Fees are inclusive of all workshop sessions, luncheon, two coffee/tea breaks, training package and certificate.

Price

Malaysia: RM 2,300.00 per participant

Group Discount

Enjoy a group discount of 5% off per head for 2 participants and 10% off per head for 3 participants and above.

To Register

Secretariat

Tel : +603-55446225/76/06

Fax : +603-5544 6289/6754

Email : sts@sirim.my

The Secretariat (Registration)

SIRIM Training Services Sdn Bhd (448249-A)

1st Floor, Building 2, SIRIM Complex

No. 1, Persiaran Dato' Menteri, Section 2

P.O. Box 7035

40911 Shah Alam, Selangor - Malaysia

Packages included:

- Coloured Brain Communication Cards
- CBCI Assessment Booklet
- Hard cover Binder Manual

Method of Payment

Full payment before the commencement date of the workshop. The cheques can be made payable to SIRIM Training Services Sdn Bhd.

Disclaimer

STS reserves the right to change the venue or postpone the workshop/course due to unforeseen circumstances without prior notice.

Grant Under PSMB

Malaysian companies registered with Pembangunan Sumber Manusia Berhad (PSMB) can apply to claim under the HRDF scheme - SBL Scheme (Skim Bantuan Latihan).

Enquiries

Please call or email to:

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Rafidi,

Tel : +603- 55446206

Email : mrafidi@sirim.my

Cancellation/Substitution

All cancellations must be made in writing, via fax or email at least two weeks (10 working days) to qualify for a refund. A 30 % will be levied to cover the administrative costs.

PARTICIPANTS' DETAILS :

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

ORGANISATION/COMPANY DETAILS :

- Company : _____
Address : _____
Contact person : _____
Tel : _____ Fax : _____
Email : _____
Website : _____

REGISTRATIONTYPE (please tick)

- Normal Registration : RM 2,180.00 per participant
- Group Registration : RM 2,070.00 per participant
(for 2 from the same organisation, less 5% per head)
- Group Registration : RM 1,960.00 per participant
(for 3 or more from the same organisation, less 10% per head)

PAYMENT (please tick)

No. of Registered Participants :

- Cheque/ Bank Draft No : _____
Bank : _____
Total Investment : _____

- Telegraphic Transfer : Total Investment: _____
Account Name : SIRIM Training Services Sdn Bhd
Bank : Bank Islam (M) Berhad, Shah Alam
A/C No. : 1203-8010024-580
Swift Code : BIMBMYKL
(Copy of Transfer slip attached or fax to STS and all transfer charges to be borne by the participants)

CONTACT PERSON DETAILS

(Authorised Signature)

(Company Stamp)

- Name : _____
Job Title : _____
Date : _____