



Buzan Thinking Skills: Creativity & Innovation

Come up with 20 times more creative ideas in same time.

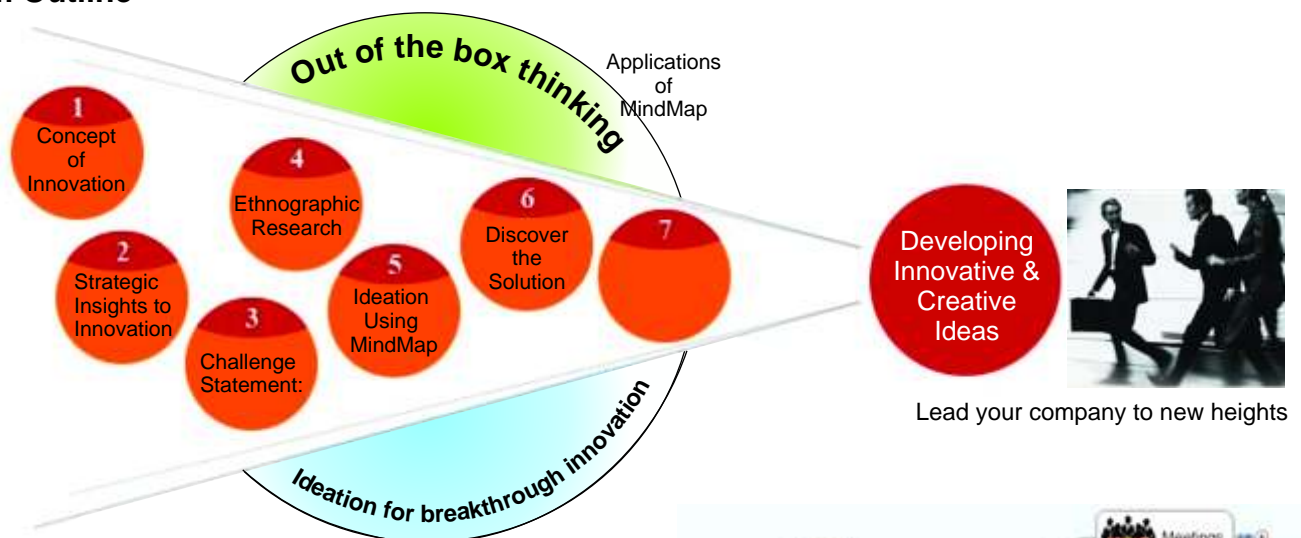
Taking the bull by the horn



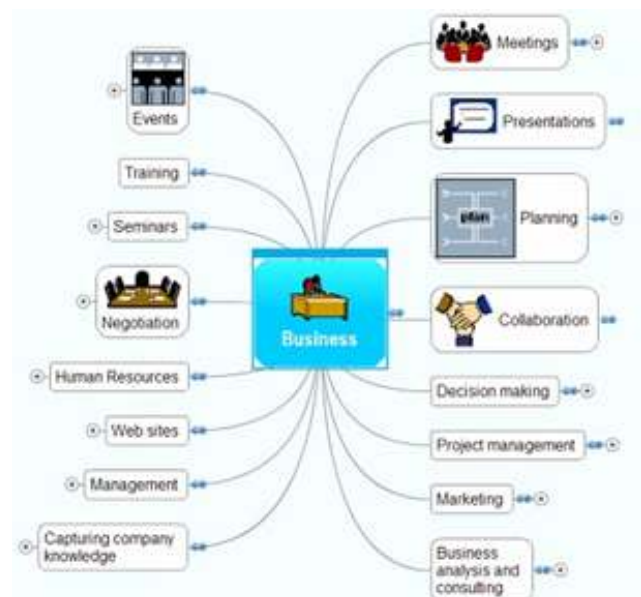
Organisations today need to adopt key strategies which involve both Creativity and Innovation in order to survive. The accelerating effects of globalisation, the changes in the environment and the influx of new technology, products and services mean that those organisations who have the creative edge will be in pole position. Tony Buzan has dedicated his adult life to discovering and teaching creativity and innovation. Come learn how to engage your natural brain skills to become highly creative and innovative.

The call for a faster, better and cheaper economy is a matter of survival. In the face of growing competition, local workers need to do more with the same resources such as time, effort and money. Using Buzan Brain Smart techniques you can! Over the past 30 years, Tony Buzan has been at the forefront helping people and companies do more with less, become more intelligent, efficient and productive. Come upsize your capabilities and be equipped with the Buzan Productivity Skills in this new programme.

Program Outline



- 1. Concept of innovation:** Age of innovation – age of creativity, left & right brains, Rewiring of brain for creativity, Different types of innovations, Different approaches to innovation and which is the best approach,
- 2. Strategic Insights to Innovation:** Strategic insights to innovation in India. Unravel the mind of successful Indian innovator and find out the thought process of making innovation happen in an Indian company. Metaphorically we can say that successful Indian innovators look at business opportunities through 4 lenses. Develop innovation strategies for your company using 4 lenses.
- 3. Challenge Statement:** An innovator looks at opportunities available and then decides which of the opportunities offer best growth potential. The selected opportunity of growth becomes innovator's challenge around which he develops new product to fulfill unmet customers needs.
- 4. Ethnographic Research:** Conduct marketing research to find business opp.
- 5. Ideation using MindMap:** Creating Mind Maps® with software: adding branches, adding text to branches, adding images to branches, attaching information. Enhance your Computer-based Mind Maps®: Relationship Arrows, Highlight Clouds, Floating Text, Inserting information and your own images, Hyperlinking your branches. Computer-based [MM]applications: SPEED Mind Mapping®, Exporting to MS Word, Powerpoint, PDF,
- 6. Discover the solution using MindMap software:** Techniques and laws of MindMap. Some advanced techniques for innovation like Tug of war, and Idea Box. Secrets of being creative.



Maind Map Applications



Tony Buzan,

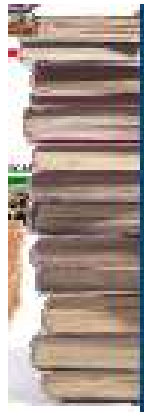
In today's fast paced work, you need to have the ability to spot opportunities, explore new pathways and develop winning new ideas is the hallmark of the successful individual, team and organisation. Those that develop these skills, and take action while others may hesitate, will be the ones that grow and succeed. - **Tony Buzan**, Founder of MindMap

Pre-requisites

Participants have to bring their own laptop to the workshop.

WHO MUST ATTEND

- Professionals at all levels who want a brain fit company in this increasing challenging and competitive business environment.
- Any person who wants to take an innovative approach to problem-solving, or new process, product or service design
- Professionals at all levels who want to know will benefit greatly from knowing how to feed information to their brains so that the brains actually works for them!
- Busy people at all levels whose effectiveness is compromised or threatened by high volumes of information that they need to absorb, filter and make sense of. Also great for lifelong learners – anyone doing professional exams, diplomas, MBAs etc. How to take fast, effective notes.



KEY LEARNING OUTCOMES

On completion of this course participants will be able to:

- Understand the best approach for innovation.
- To develop innovation strategies for your company.
- Identify and define unarticulated customer needs using ethnographic research mythologies before brainstorming
- Get 20 times more ideas with the same amount of time by using both sides of your brain.
- How to use powerful tools for creative thinking
- To understand the brain-based principles of being creative and how to nurture a team of creative people
- Assimilate large volumes of information quickly.
- Run faster, more efficient meetings. Complete minutes in less time

Personal Development -Learn to Earn, and Fast Track Personal & Business Success

The key to personal and business success is having the ability to learn faster and more effectively, whatever it is you want to learn.

Just as it is true that you can 'Think and Grow Rich', in today's changing world the ability to learn more and faster, will help your organisation succeed and earn you that promotion or salary increase.

Learn the secrets of creativity and start building and using your creative thinking toolkit.



Productivity Skills for Faster, Better & Cheaper Work Teams



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Gagan Berry
Accredited ThinkBuzan Licensed Instructor

Registration Process :

Please send the Registration Form in email to enquiry@6sigmaindia.in with name of Participant, Company, Contact Details and Cheque No. Registration fees is as specified in our website. NRI & Foreigners will pay US\$400 inclusive of lunch, tea, course material etc. The registration will close 4 days before start of the program or till seats fill up whichever is earlier. The walk in candidates will need to pay regular charges + Rs 1000. The candidates are recommended to bring laptops. Cheque should be made payable to "6 Sigma Institute" payable at Delhi. Payment made by any of three means mentioned below:

1. Electronic Fund Transfer IFSC CODE: HSBC0110006HSBC Bank
Branch: R47 Greater Kailash -1
2. Cheque ,To deposit cheque in HSBC branch with the following details on the reverse side of the cheque. Beneficiary :
6 Sigma Institute
A/c No: 094274255001
Branch: R47 Greater Kailash - 1, New Delhi 110048
Deposited By: <Your Full Name> and <<Mobile#>
3. Demand Draft favoring "6 Sigma Institute". DD should be made payable in Delhi. Please post/courier DD to our mailing

Address:-

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