

A Tony Buzan Thinking & Mindmapping Centre, UK certified program

Creativity and Innovation for Business[®]

Powerful, fast paced, inspiring and filled with practical solutions to everyday business situations

Course Facilitator:

Sandra Reeves

Certified Trainer for the Tony Buzan Creative Thinking & Mindmapping Centre Dorset, UK

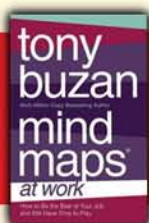
17 February, 2010
Pearl Continental Hotel, Lahore

19 February, 2010
Sheraton Hotel, Karachi

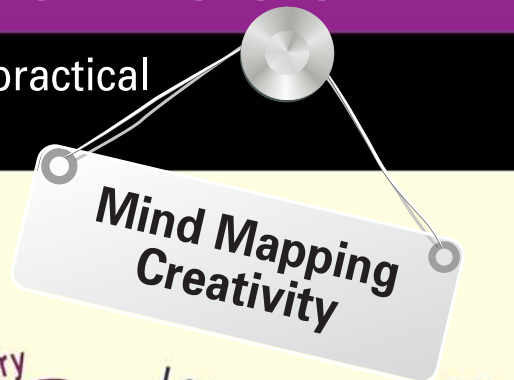
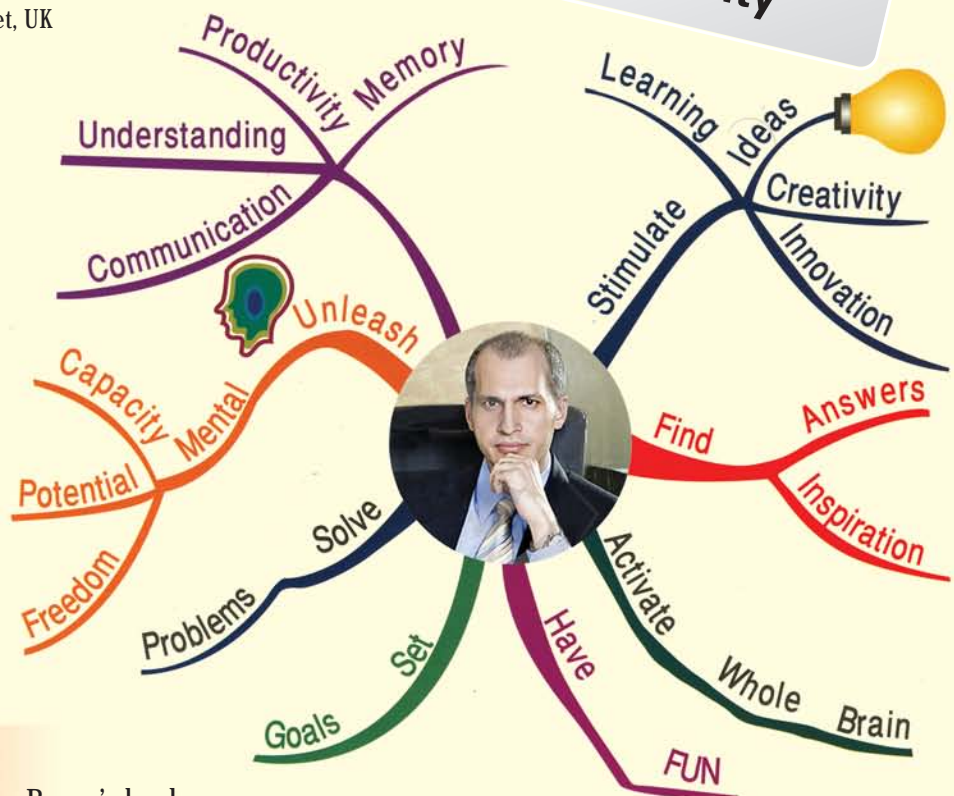
9:30 am - 5:30 pm

Key Benefits

- ❖ Generate ideas with 8 Idea Generation Techniques
- ❖ Implement continuous improvement and innovation
- ❖ Learn from case studies how other leading edge organizations innovate



Limited Offer!
Complimentary copy of Tony Buzan's book
"mind maps[®] at work"



Register Online www.octara.com

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Book your seat by
31 January, 2010
& SAVE
PKR 4,000



Sandra Reeves with Tony Buzan

"It was a great learning experience with Sandra"

Country Head-Afghanistan, Descon Engineering Limited

Sandra Reeves Course Facilitator

Sandra Sandu-Reeves, FCMC, MEd is a Certified Management Consultant and Corporate Trainer with extensive 22-year training experience in Creative Thinking, Mind Mapping, Innovation and other management development programs. She has been the force behind the training of key personnel of multinationals from across the Asia Pacific region.

Since 1982, CTC Consultants Asia Pacific, of which Sandra is the Senior Director, has designed, developed and delivered customized Thinking, Sales and Service programs for leading corporations across the Asia Pacific having trained more than 75,000 employees and executive personnel from more than 500 organizations.

Sandra has a Masters degree in Education, MEd, (Training and Development) Sheffield University, UK and has also studied Strategic HR Management at INSEAD School of Business, France. She is a Certified Trainer for the Tony Buzan Creative Thinking and Mindmapping Centre Dorset, UK, Certified Management Consultant from the USA as well as a Fellow of the Institute of Management Consultants, USA. She is a Certified Management Trainer with The American Management Association, USA, as well as The Brian Tracy Sales Training Programs USA, The Management Development Institute of Singapore (MDIS), Institute of Management Consultants (IMC), and Business Thinking Systems, Sydney, Australia.

Sandra is a well-known speaker at international conferences and has been listed in International Who's Who Directory since 1997. Sandra has also authored an acclaimed guidebook "Getting Ahead in Your Career".

Top global clients benefited from Sandra's workshops:

IBM, Compaq, Sony International, AMD, Carrier, Seagate Technology, Emerson Process, Siemens, BMW Asia, Toyota Asia Pacific, Acer, Citibank, Standard Chartered, Bank of Tokyo, AIG, Allianz, BP, Shell Eastern, Castrol, Chevron, Aventis, Bristol - Myers Squibb, Accenture, AC Nielsen, McCann Erickson, DHL, Fed Express, Cadbury Schweppes

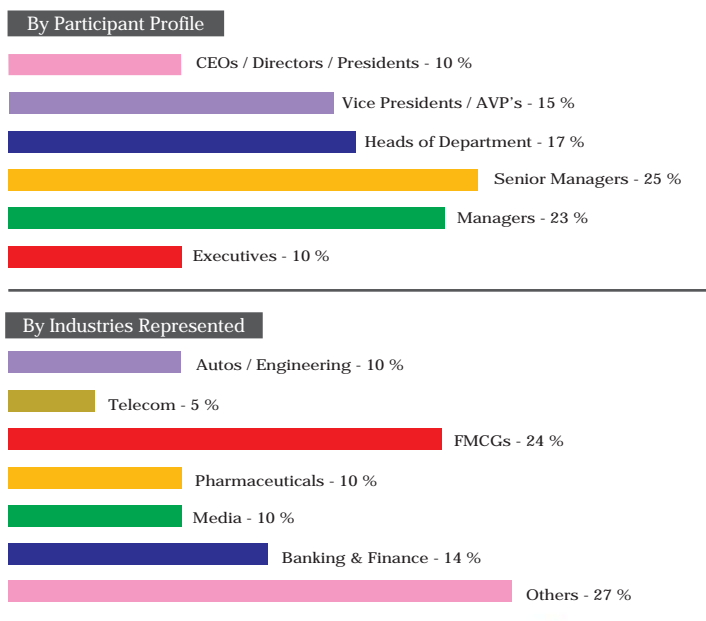
Top local clients participated in Sandra's workshops:

APL, Bank Alfalah, BASF Pakistan, Berger Paints, Cadbury Pakistan, Chevron Pakistan, Descon Engineering, EFU Insurance, Eli Lilly, HBL, Indus Motor Company, Jang Group, KSB Pumps, Mobilink, MCB, National Foods, Packages, Pakistan Cables, Pfizer, PSO, Reckitt Benckiser, Saudi Pak Commercial Bank, Shell Pakistan, Tapal Tea, Tetra Pak, Ufone, UBL



Participants of **"Creativity & Innovation for Business®"** workshop held on 3 February, 2009 with **Sandra Reeves**

"Creativity and Innovation for Business" was a tremendous success in 2009. Participants from the top companies of Pakistan took part in the workshop, bringing in diversified experience to the program which may also be gauged from the following data compiled.



"Highly interactive workshop filled with out of box thinking ideas"

Senior Brand Manager,
Eli Lilly Pakistan, Ltd.

“

“Superbly conducted workshop with highly innovative mind mapping techniques”

GM HR
Tapal Tea

“Excellent experience specially mind mapping techniques highly useful to identify process flow”

Group Product Manager
Pfizer Laboratories Pakistan

“Excellent presentation by the trainer loaded with innovative & effective creative ideas”

VP & Head
Corporate Communication
Saudi Pak Commercial Bank

”

Course Overview

The Knowledge Economy as we know it is being eclipsed by something new -- call it the Creativity Economy. This is the latest business competence, which US and other mega corporations are concentrating on, after shipping off and outsourcing physical tasks like engineering, software writing, accounting, other high-tech, high-end service jobs and even manufacturing to Asian countries. The strength of an organization and indeed that of a nation depend on its human intellectual talent.

According to experts, the left side of the brain deals with the digitalized analytical powers and reasoning while the right side is where creativity is nurtured. Hence there is a need to tap both hemispheres of our brains for maximum results.

Sandra Reeves, an internationally certified trainer from the Tony Buzan Thinking and Mindmapping Centre, UK, brings a comprehensive training workshop, geared to help managers and executives to implement continuous innovation and improvement at work.

Tailored for Pakistan's business and corporate environment, Creativity and Strategies for organizations to adopt a new approach to all business spheres through Mindmapping, Idea Generation Techniques, Lateral Thinking, Visual Links and much more.

“Creativity and imagination applied in a business context is innovation”

Jack Welch, Former CEO, General Electric

Tony Buzan Certified

The participants of this course would be awarded certificates from the Tony Buzan Thinking and Mindmapping Centre, UK. (Kindly register latest by 6 February 2010 to receive your certificates at venue)



Creativity & Innovation for Business[©]

Course Outcomes:

- ❖ Thinking Skills and Self Assessments
- ❖ Creative Thinking through Idea Generation Techniques (IGTs)
- ❖ Mind Mapping Guidelines
- ❖ Left and Right Brain Thinking
- ❖ Innovating Processes and Procedures
- ❖ Stimulating Creativity at work
- ❖ 5 ways to jump start innovation
- ❖ Action Planning for Continuous Improvement

Training Methodology:

A practical approach would be taken with 70 percent of the course dedicated to application and 30 percent on techniques and concepts. The workshop would be a combination of :

- ❖ Visually stimulating sessions
- ❖ Group activities
- ❖ Application work on Mind Maps
- ❖ Real life innovation project application
- ❖ Brain storming and brain teasers
- ❖ Creative exercises
- ❖ Action planning for workplace

Who should attend?

CEOs, Managers, Executives, Entrepreneurs, innovation oriented leaders and all those involved in creative, innovative and R&D tasks seeking breakthrough innovation and organizational performance.



Creativity & Innovation for Business[©]

17 February, 2010, Pearl Continental Hotel, Lahore
19 February, 2010, Sheraton Hotel, Karachi



Workshop Investment

PKR **17,999/-**
per participant

Book your seat by 31 January, 2010 &
SAVE PKR 4,000

10% Group Discount
on 2 or more participants

Note: Only one discount offer is
applicable at any given time

Course material, Octara certificate, lunch,
refreshments & business networking

Registration & Payment Options

- E-mail or Fax your nomination(s) to:
E-mail : register@octara.com
 : info@octara.com
Fax : 021-34520708, 021-34546639
- Send us your:
Name | Designation | Organization
Mailing Address | Phone, Fax and E-Mail
- Send your cheque in favor of
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info@octara.com

To view reports on our past training workshops
and events logon to www.octara.com

Registration Note

Participation will be confirmed subject to receipt
of payment.

Octara Cancellation Policy

Our Cancellation Policy is activated as soon as an invoice is received by the client. Due to any reason if the client is not able to attend the workshop/conference, they may inform Octara Sales/Finance department in writing within 48 hours of the receipt of the invoice. In case of no intimation from your organization we reserve the right to claim the invoiced amount. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 12 months.

Bring Creativity & Innovation for Business[©] In-house

These workshops can be customized to suit specific needs of your organization at significant savings. Please contact Muhammad Arif at marif@octara.com or call at 0300-8275091 for more details.

Upcoming Programs Book your seat TODAY!

Achieve More With Less

Saadi Insha
21 January 2010, Lahore
February 2010, Karachi

Improving Sales Performance Through Effective Sales Leadership

Jerry Brown
February 2010, Karachi

The Champion Supervisor

Hassan B. Rizwan
19 January 2010, Karachi
22 January 2010, Lahore

Course I Effective Key Account Management

February 2010, KHI & LHE

Inspirational Speaking

Baseer Sami
25 January 2010 Lahore
11 February 2010, Karachi

Course II Practical Pricing Strategies for Bottom Line Results

February 2010, KHI & LHE
Ian Ruskin Brown

Course I

Customer First[©]
15 February, 2010, Lahore
18 February 2010, Karachi

Course I

**Achieving Superior Services
through Effective Performance
Management**

February 2010, KHI & LHE

Course II

**Winning & Retaining
Customers[©]**
16 February, 2010, Lahore
20 February 2010, Karachi

Course II

Training Needs Analysis
February 2010, KHI & LHE
Paul Wash

Sandra Reeves

Staying in the Helicopter

Roger Harrop
March 2010, Karachi

*Octara reserves the right to change courses,
dates, content or method of presentation.

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