

Book your seat before August 8, 2007
to Avail 10% Discount

A de Bono Thinking Systems USA Certificate Course



Lateral Thinking™



A Dr. Edward de Bono Thinking Tool
facilitated by Master Trainer Dr. Sunil Gupta

***Using Creativity,
Innovation And Lateral Thinking
To Build Better Customer Products And Services***

August 17th 2007, Sheraton Hotel & Towers, Karachi | August 21st 2007, Pearl Continental Hotel, Lahore | Timing: 9:00 am to 5:00pm

Tel: +92-21-4534261, Cell: 0300-8275351 Fax: +92-21-4520708 E-mail: register@octara.com | www.octara.com

Lateral Thinking™



Your course director Dr. Sunil Gupta

Dr. Sunil Gupta, the Creative Guru, after his early education at the University of Bombay, worked for his Post Masters Research and Advanced Training at the University of New York, where he completed his Ph.D. in Management.

Dr. Gupta has been certified as a Master Trainer and Consultant personally by Dr. Edward de Bono and is licenced to offer Six Thinking Hats®, Lateral Thinking™, Simplicity®, and CoRT™ workshops and consultancy in the GCC, India, Pakistan and Sri Lanka.. He is a Certified Master Black Belt in Six Sigma from Motorola University USA, and certified Mind Mapping Instructor from Tony Buzan.

Unique & Mind blowing

Country Credit Head, MCB Bank Ltd.

He is certified in Kepner Tregoe™ - Problem Solving and Decision Making Techniques, certified ODI instructor in Voice of the Customer, certified instructor by Ken Blanchard in Whale Done™, Gung Ho®, and One Minute Manager®, and many other international certifications.

He has over 28-years of academic and industrial experience. His previous work assignments have been in Singapore, USA, India, Pakistan and the GCC countries with multinationals and Government sector. His core competencies include Management Development, HRD, Organization Development, Human Resource Information System (HRIS), General Management, Creativity and Change Management.

He was Corporate Manager-HRD at Colgate Palmolive Inc. India, where he received the Chairman's "You Can Make A Difference" Award. In Pakistan, Dr. Gupta has worked with BP, Castrol, Ufone, Young Presidents' Organization and many other organizations in public and in-company programs. Participants in his training programs have come from across 35 countries and from 75 nationalities.

Lateral Thinking™ puts into practice the discipline of Serious Creativity. Serious creativity helps all people -- not just artists and nonconformists -- to be more creative. Studies have shown that individuals and teams trained in using Lateral Thinking™ tools have a proven record of increasing the quantity of new ideas by eighty-five percent (85%) and the quality of new ideas by one-hundred percent (100%).

Applications of Lateral Thinking™

- Product differentiation
- Value integration
- Creative problem solving
- Decision making
- Continuous improvement
- Innovation
- Cost cutting
- Change management
- Quality
- Creative Sessions

“You can do no better than to attend a de Bono seminar”

Tom Peters

About Dr. Edward de Bono

Dr. de Bono is regarded as the world's leading authority on creative and conceptual thinking. He is the author of 65 books with translations into 37 languages and has been invited to lecture in 57 countries where he has taught his thinking skills to over 200,000 people. The International Astronomical Union named a planet after Edward de Bono in recognition of his contribution to humanity. There are over 4 million references to Dr. Edward de Bono on the Internet. Dr. de Bono has established the World Academy of New Thinking™ (WANT) which is an association of those who believe in the need for new thinking and the importance of new thinking. Dr. Edward de Bono was recently named one the 'Top 50 Business Intellectuals.'

TCS & SOL had the honor of hosting Dr. Edward de Bono for an exclusive talk in Karachi - Pakistan in 2004



Dr. Edward de Bono has developed powerful tools that literally change the way you think. You'll learn to expand your vision, attach your problems with more and better ideas, and get immediate results. Lateral Thinking™ will help you to become an innovation champion as it is a systematic process that maintains "Creative Thinking is not a talent, it is a skill that can be learned".



Objectives

Lateral Thinking helps to empower people, adding strength to their natural abilities, improving teamwork, productivity & profit. To think outside the box about everyday issues.

Lateral Thinking™ Tools

- Alternatives** >> How to use concepts to breed new ideas
- Focus** >> When and how to change your focus and improve your creative efforts
- Challenge** >> Breaking free from the limits of accepted ways of operating
- Random Entry** >> Using unconnected input to open new lines of thinking
- Provocation** >> Moving from a provocative statement to useful ideas
- Harvesting** >> Selecting the best of early ideas and reshaping them
- Treatment of Ideas** >> How to develop Ideas and shape them to fit an organisation or situation

Benefits

- ▶ Better problem solving
- ▶ Generate new ideas
- ▶ Overcome blocks to creativity
- ▶ Better decision making

Who Should Attend

This workshop is designed for Directors, CEO's, Managers, Executives and Professionals who are looking for more creativity in strategic thinking, product development, process improvement, R & D, Marketing etc.

What can the use of Lateral Thinking add to your company culture?

- ✓ Constructively Challenge - your current thinking
- ✓ Find and Build - on the concept behind one idea to create more ideas
- ✓ Spark Creative Thinking - by using random words and objects
- ✓ Select the Best - alternate idea and implement it
- ✓ Turn - problems into opportunities
- ✓ Gain Contributions - from the whole organization by using idea-generating tools that everyone can implement.

"A great learning experience.
Has increased the horizon and changed
the thinking pattern"

HR Manager, Ufone

Who's Using Lateral Thinking™?

AT&T, DuPont, Eli Lilly, Honeywell, Hoover, Intel, McDonald's, Prudential Insurance, Procter and Gamble, US Marine Corps and many more

A top executive at DuPont says that Lateral Thinking saved his company \$30 million in New Product Development

Prudential's former CEO used Lateral Thinking to develop one of the most successful products for the insurance industry, "Living Benefits"

Motorola developed and brought to market the first PDA/MP3 Player

3M developed market-breaking product innovations-such as: Duct Tape targeted for women

IBM's key professionals have embraced de Bono's creative thinking techniques and have had a profound impact on the quality of their thinking

The Olympic Games of 1984 went from a costly event no city wanted to a money-making opportunity for Los Angeles through de Bono's philosophies

Look out for Octara's up-coming
Dr. Edward de Bono Thinking Courses:

- Simplicity® ● CoRT™
- Six Thinking Hats®
- DATT™

With
Branded Courseware
and Certificates imported
from USA

Overwhelmed Participants of Six Thinking Hats®
with Dr. Sunil Gupta



What Dr. Sunil Gupta's Participants Say About Him

"Great Learning Experience. Dr. Gupta is a Great Trainer"
Country HR Advisor, ABN Amro Bank

"Dr. Gupta has complete mastery over his subject and communicates
clearly while relating the learning to practical work situations"
Learning Manager HR, British American Tobacco

"Dr. Gupta has complete command over his subject
and connects well with the participants"
AVP HR and Admin, Pak Kuwait Investment Company

"An excellently conducted course. A not so common concept carried
through with ease and explicitly. Excercises well facilitated"
Director HR, Pakistan Security Printing Corporation

"Presenter/Trainer was excellent. Very energetic & knowledgable"
Incharge Marketing, Descon Engineering Limited

"Very well thought of relating to actual scenarios in the day
to day life both in personal & professional level"
Franchise Manager, Sanofi Aventis

Bring Dr. Sunil Gupta In-house!

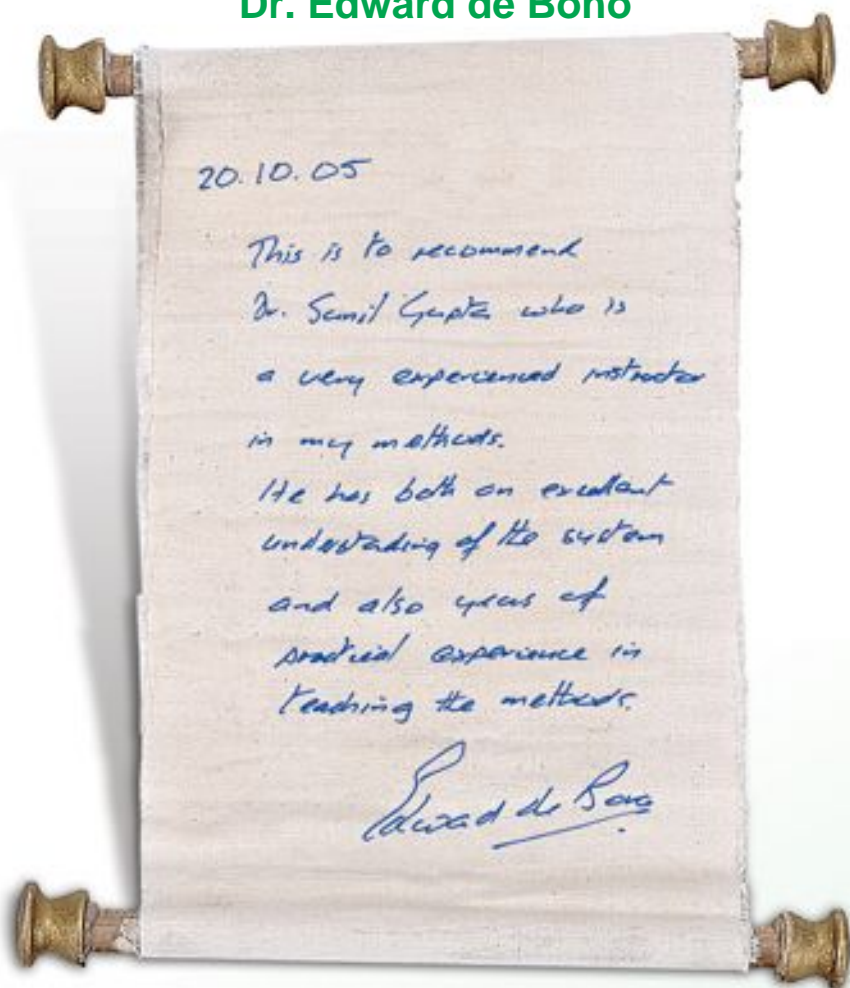
Lateral Thinking™

Please contact Muhammad Arif at marif@octara.com or
call at 0300-8275091 for further details

Book Today!
Fee and Registration details on back



Personal Endorsement by
Dr. Edward de Bono



Traditional Thinking
is all about

“**what is**”;

Future Thinking
will also need to be about

“**what can be**”.

Dr. Edward de Bono



Lateral Thinking™

Karachi
August 17th 2007, Sheraton Hotel & Towers

Lahore
August 21st 2007, Pearl Continental Hotel

Registration & Payment Options

- E-mail or Fax your nomination(s) to:
E-mail: register@octara.com
Fax: 021-4520708
- Send us your:
Name, Designation, Organization,
mailing address, phones, fax and e-mail
- Send your cheque in favour of
"Octara Private Limited" to:
Rizwan Ahmed Khan
Octara Private Limited
2/E-37, Block-6, P.E.C.H.S., Karachi.
Tel: 021-4534261, 021-4536315
Cell: 0300-8275351

Registration Note

Participation will be confirmed
subject to receipt of payment.

Cancellations

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 Octara course within the next 12 months. In the event of unforeseen circumstances, Octara reserves the right to cancel or postpone the event.

To receive this flyer by e-mail drop us a line at
info@octara.com

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

Program Fee (Per participant)

Rs. 17,500/-

Fee includes branded courseware and certificate from the de Bono Thinking Systems USA, along with lunch, tea breaks and networking opportunities

Avail a Group Discount till 8th August 2007
10 percent on total investment on registering
4 or more participants from one organization

Special Discount available for past participants of
Octara's Six Thinking Hats® workshop

Up Coming Programs - Book your seat TODAY!

Powerful Business Presentations & Public Speaking
Hassan Rizwan
20th July, 2007, Lahore
24th July, 2007, Karachi

Time & Stress Management
Saadi Insha
7th August, 2007, Lahore
8th August, 2007, Karachi

Build Competencies for a High Performance Workplace
Dr. William Roothwell, USA
3rd & 4th Sept 2007, Karachi

Media & Marketing Festival
Conference and Exhibition
3rd & 4th Sept 2007, Karachi

Supply Chain Management Best Practices
John Paul, Singapore
12th & 13th November 2007

Succeed in Outsourcing
John Paul, Singapore
14th November 2007

Essential Management Skills for New Managers
Joe Bulman, UK
November 2007

Profitable Sales Promotion & Loyalty Marketing
Douglas Zimmerman, Canada
December 2007

**The information in this calendar was correct at the time of publication but may be subject to change. Octara reserves the right to change courses, dates, content or method of presentation.*

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Management Association of Pakistan



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Partners



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