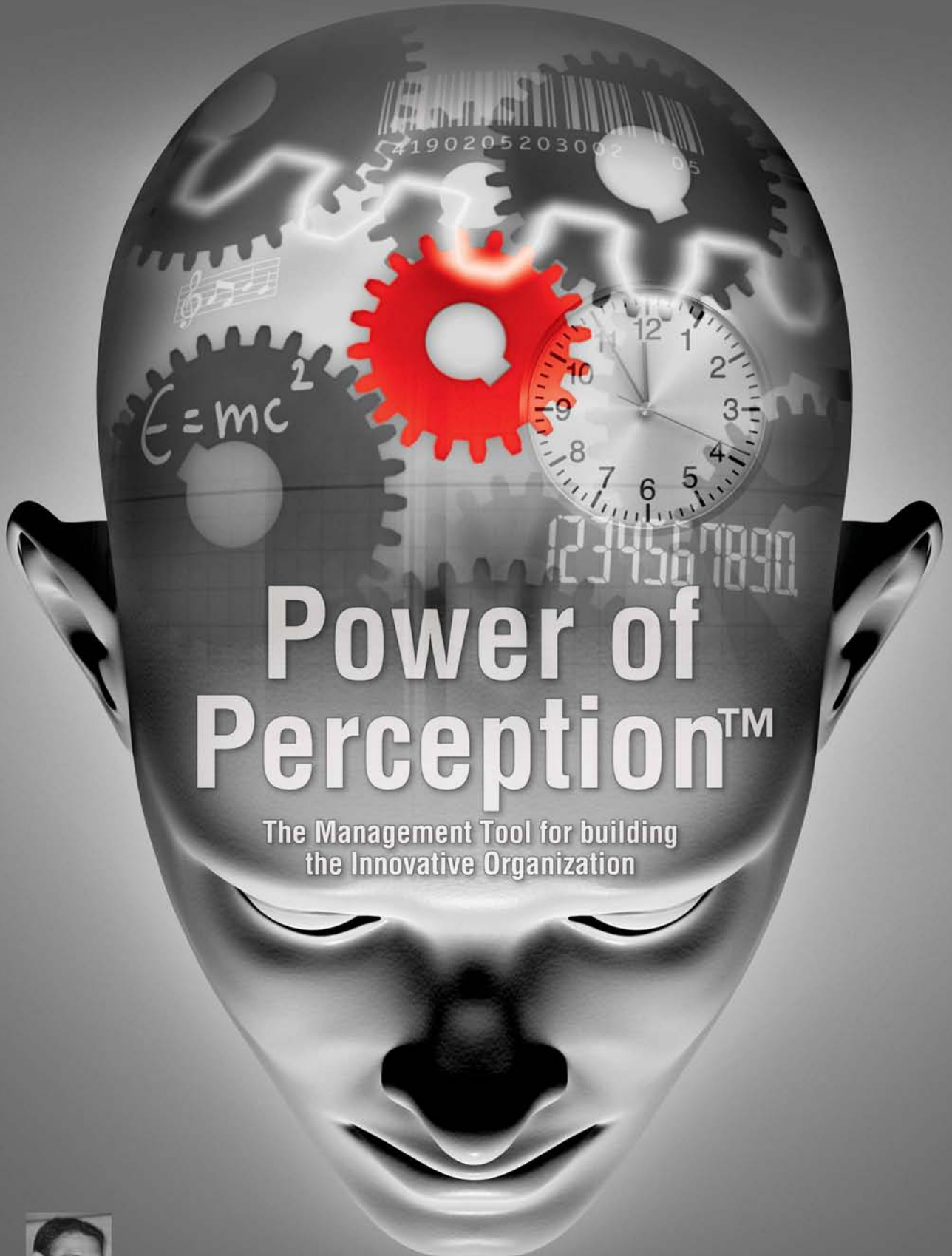


A de Bono Thinking Systems, USA Certificate Course

Power of Perception™

The Management Tool for building
the Innovative Organization



Facilitated by
Tauseef Qadri
de Bono Certified Trainer

18 March 2011
Pearl Continental Hotel, Lahore

21 March 2011
Sheraton Hotel & Towers, Karachi

Power of Perception™

Clear Thinking & Creativity | Structured Decision Making | Effective Problem Solving

Course Overview:

We've all said it. Too much to do, too little time. But what if you could really focus. Cut out all the distractions and funnel your thoughts until you drill down to the right action? Think how much more you could accomplish. The course Power of Perception (POP™) gives you 10 simple strategies for sharpening your perception and focusing your thinking in a more comprehensive, effective and efficient way. POP™ will enable you to have a broad and inclusive viewpoint. The tools create a framework for defining a situation and improve your ability to consider consequences before you take action.

POP™ is...

Software for the mind.

Once you have been trained, you can apply the 10 tools to soar through complex situations with ease.

10 tools that will help you consistently make good decisions and solve problems.

A success formula – a powerful, managed framework for thinking that creates success in the workplace and at home.

14 ways POP™ trained employees outperform others

They know how to:

- Be strong and confident decision makers
- Quickly and accurately weigh risks against rewards
- Consistently “make the right call”
- Think clearly with great focus about the right thing
- Reach optimal solutions more quickly than ever before
- Uncover the hidden opportunities in “problems”
- Use “what if” thinking to avoid costly mistakes
- Look beyond the boundaries of self-limiting perspectives
- Remove obstacles with simple solutions
- Take a fresh look at options
- Be visionaries
- Thoroughly judge a situation
- Assess all angles of the big picture before making a decision
- Produce answers that inspire

Course Outline:

Tool 1

Consequences and Sequels

Look ahead to see the consequences of an action, plan, decision, or rule.

Tool 2

Plus, Minus, Interesting

Ensure that all sides of a matter have been considered before a decision or commitment is made.

Tool 3

Recognize, Analyze, Divide

Break a larger concept into smaller, more manageable parts.

Tool 4

Consider All Factors

Explore all factors related to an action, decision, plan, judgment, or conclusion.

Tool 5

Aims, Goals, Objectives

Focus directly and deliberately on the intentions behind actions.

Tool 6

Alternatives, Possibilities, Choices

Deliberately try to find other ways.

Tool 7

Other People's Views

Put yourself in others' shoes.

Tool 8

Key Values Involved

Ensure that your thinking serves your values.

Tool 9

First Important Priorities

Select the most important ideas, factors, objectives, consequences, etc.

Tool 10

Design / Decision, Outcome, Channels, Action

Direct attention to the outcome of the thinking and action that follows.



Who's Using

Edward de Bono's Thinking Tools?

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 de Bono's Thinking Tools saved his company \$30 million in New Product Development.
- **Prudential's former CEO** used de Bono's Thinking Tools 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 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.

Competencies Addressed:

POP™ can help you and your organization plan, design, re-engineer, create or restructure products/systems, and introduce a culture for continuous improvement. It can also help you be a visionary, improve on quality of work, effectively lead teams, and accept new responsibilities. By using POP™ your decisions will be effective in the least amount of time ensuring substantial results for your organization.

Who Should Attend?

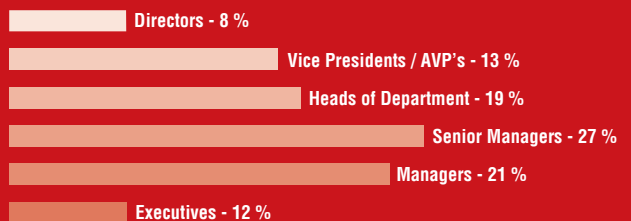
- ✓ Managers and executives seeking a step up to greater levels of creativity & innovation
- ✓ Departmental managers and their teams
- ✓ Individual contributors & teams working in competitive or changing environments
- ✓ Marketing Managers, Product Managers, Brand Managers and Executives
- ✓ Project / Strategy teams
- ✓ HR & OD Managers
- ✓ Advertising people



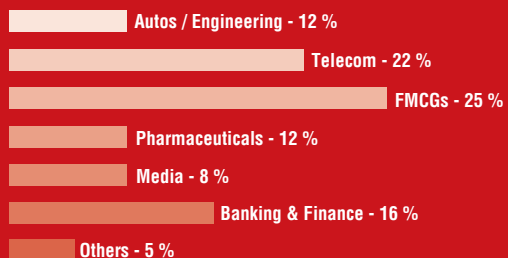
Participants of
"Power of Perception™"
held on 12 November 2010, Lahore

"Power of Perception™" was a tremendous success in 2010. 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.

By Participant Profile



By Industries Represented





Course Facilitator: **Tauseef Qadri**

Tauseef brings a richly diverse background and a unique set of perspectives to management consulting, strategy and corporate training. Tauseef is passionate about thinking. He resolutely believes that thinking is a skill, a skill that can be learned, developed and applied to bring about real discovery and tangible results.

Tauseef is a Certified De Bono Thinking Consultant and has had Xerox Lean Six Sigma Black Belt experience. He has facilitated trainings in Dubai, Poland and the UK. Previous employment at Xerox UK Ltd, as a strategist at the PSG - Global Services Consulting Unit and later as an International Equity Investment Trader gives him a wide breadth of insight to dedicate his extensive talents towards his passion for how people think about thinking.

Tauseef has worked and lived in Saudi Arabia, UK, UAE and Pakistan and presents a diverse and multicultural insight to his efforts. He possesses world class education reading Management Sciences at one of UK's premier academic institutions, Loughborough University and is currently in the research phase of his MSc in Sustainable Development from the Centre of Economic, Development and Policy, at the University of London.

"Great Experience! The program gave me new ideas to develop my thinking skills in such a way that I can implement them in my routine job" **ICI Pakistan**

"10 important tools to give direction to my thinking. A good, informative training session!"
Engro Polymer, Pakistan

"The passion & rigour that Tauseef brings is certainly contagious, a great learning experience."
Standard Chartered Bank, Dubai

"Tauseef's workshop was most enjoyable, the lessons learned will be surely put into practice."
Gems World Academy, Dubai

**“
The
quality
of our
thinking
will
determine
the quality
of our future
”**

Dr. Edward de Bono



Tauseef has trained participants from



Standard Chartered

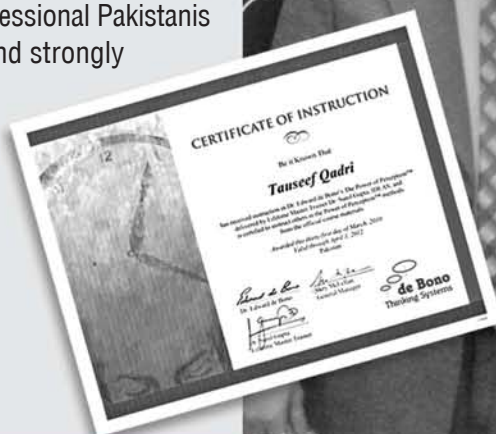


GlaxoSmithKline Engro Polymer & Chemicals Ltd.

Personal Endorsement by Dr. Sunil Gupta

This is to recommend Tauseef Qadri who had attended the POP™ certification of Dr. Edward de Bono in Dubai. During the session Tauseef excelled and demonstrated exceptional understanding of the tools and application to real life business context. I found him sharp, alert and extremely receptive. I would rank him amongst the top 10% of professional Pakistanis that I have interacted with and strongly recommended his POP™ workshop.

Dr. Sunil Gupta
Life Time Master Trainer
de Bono Thinking Systems



Power of Perception™

18 March 2011, Pearl Continental Hotel, Lahore
21 March 2011, Sheraton Hotel & Towers, Karachi
9:15 am to 5:00 pm



Workshop Investment

PKR **19,999/-** per participant
10% Group Discount on 2+ nominees

**Note: Limited seats are available.
Please send in your registrations at the earliest to secure your place.**

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

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:**
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Tel: 021-34534261, 021-34536315, Cell: 0321-2670041

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Voice **COACH**

Ruskin Brown Associates

BRAND HOTLINE



Logistics Partner



Partner

Culligan

BRING

Power of Perception™

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact Mohsin Rahim at mohsin.rahim@octara.com or call at 0321-2133409 for more details

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