

"There is never any justification for things being complex when they could be simple". - Dr. Edward de Bono

TerraBiz
Training | Conferences | Exhibitions

A simple yet powerful tool that breeds innovation

Six Thinking Hats®

The Six Thinking Hats® Corporate Program is a simple & powerful tool that will change the way people think. It promotes the kind of innovative thinking and creative problem solving that is vital to success in today's changing economy & technologies.



6 THINKING HATS®

Dr. Edward de Bono Thinking Tools Series

The Management Tool for Building the Innovative Organization

Facilitated by Certified Lifetime Master Trainer Dr. Sunil Gupta

22nd February 2011, Sheraton Karachi Hotel, 9:00 am to 5:00 pm

Using Six Thinking Hats®, you and your team will learn how to..

- .. look at problems, decisions, and opportunities systematically
- .. use Parallel Thinking™ as a group or team to generate more, better ideas and solutions
- .. make meetings much shorter and more productive
- .. reduce conflict among team members or meeting participants
- .. stimulate innovation by generating more and better ideas quickly
- .. create dynamic, results oriented meetings that make people want to participate
- .. go beyond the obvious to discover effective alternate solutions
- .. spot opportunities where others see only problems
- .. think clearly and objectively
- .. view problems from new and unusual angles
- .. make thorough evaluations
- .. see all sides of a situation
- .. keep egos and "turf protection" in check
- .. achieve significant and meaningful results

Who will benefit most?

Anyone who wants to think clearly, objectively and creatively. Including but not limited to CEO's, Directors, General Managers, HR & Training, Marketing, IT, and Finance as well as those responsible for their companies' innovation, product management and communication strategies.

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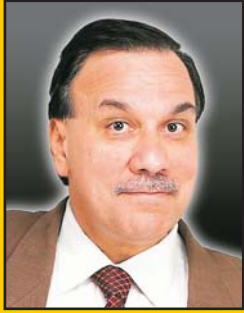
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Dr. Sunil Gupta

Life Time Master Trainer
Dr. Edward de Bono Tools
(India, Sri Lanka, Pakistan, Middle East & Bangaladesh)

Dr. Sunil Gupta is a Post Graduate in Commerce & Management from the university of Bombay and holds a Ph. D. in Management. He has completed his post Master's qualifications and research in Human Resources from the New York University, USA. Dr. Gupta also has post Graduate Diplomas in Management as well as Training and Development. He is, in addition, an accredited

Behavioral Science Trainer, having done his "Laboratory Training" (T-Group), "PSOD" (Programme for Specialists in Organization Development) and the advanced workshops on "Facilitating & Managing Complex Systems change", all at the scholarships throughout his academic careers. He has also to his credit specialized training in TQM from the Juran Institute Inc., Team Facilitator Certification from Tennessee Associates U.S.A., Training on BS 8600 Customer Complaints, ISO - 9000 Internal Auditor and Lead Assessor (IQA/RBA, UK). Dr. Sunil Gupta has been trained & certified as a Master Trainer / Consultant, personally by Dr. Edward De Bono and is licensed to offer Lateral Thinking , Six Thinking Hats, DATT, Simplicity and CORT workshops & consultancy in the GCC, India , Pakistan and Sri Lanka. Dr. Gupta has also been Trained by Tony Buzan & Vanda North on the use of Mind Maps for business and is a licensed instructor on Mind Mapping for the Middle East. Dr. Gupta is also certified on Kepner Trego - "Problem Solving & Decision Making Techniques" and the use of Simulations in Business and Management Training. He is also a certified facilitator on ODI's "Voice Of The Customer". Dr. Sunil Gupta is also a certified Black Belt in Six Sigma from the Motorola University, U.S.A.

Dr. Gupta's 30 years career blends academic and industrial experience. His previous work assignments have been in Singapore, USA, India and the GCC. His last line assignment was with Colgate Palmolive Co., where he was Corporate manager, Human Resources Development. His areas of expertise and experience include: Management Development, Job Evaluation, Performance Management Systems, Training Needs Analysis, Organization Development, Human Resource information System (HRIS), Psychometric testing and general management. Besides he has wide experience in field sales having closely interacted and worked with the Sales force at Colgate for 3 years.

He has handled HRD and Training Consultancy assignments in the US, India, Singapore and GCC countries with several multinational companies and the Government sector. Dr. Sunil Gupta has special interest in Improving Customer service, Creativity & Thinking Skills and initiating and sustaining Quality processes in Organizations. Participants in Dr. Gupta's Workshops have been from over 65 nationalities and he has trained / consulted in over 30 countries. Dr. Gupta's research papers have been published at several international proceedings.

Dr. Gupta was the recipient of "Chairman's You Can Make a Difference Award" (YCMAD) for devising and implementing the "Human Resource Information System" (HRIS) awarded by the chairman of Colgate Palmolive Inc. Besides he was also nominated for another YCMAD by the Sales Director at Colgate Palmolive Inc. For designing a special package on "Merchandising" for the sales force. Dr. Gupta is featured in "Who's Who among young American Professionals".

Personal Endorsement by Dr. Edward de Bono



"Sunil Gupta is a very experienced instructor in my methods. He has years of active experience. What is special about SG is his great ability to adapt his teaching to very different level.

Together with his experience and knowledge he has energy and enthusiasm. I have the fullest confidence in SG's ability to teach my work in the most effective way.

Edward de Bono
22.1.07

Benefits & Outcomes

- 🧠 Save time by providing a framework to:
 - Participate in productive "thinking together meetings" that are focused on delivering necessary results.
 - Clear up confusion on rapidly changing challenges and complex issues.
 - Minimize personality conflicts.
 - Become better focused and to the point in discussions.
 - Separate out: facts from emotions; the positive from the negative; critical thinking from creative thinking.
 - Help individuals focus on what is important rather what is irrelevant.
 - Put quiet employees on an equal playing field with those who are more talkative or monopolize meetings.
 - Sidestep egos which get in the way of performance.
- 🧠 Improve performance by providing a framework to:
 - Make better decisions based on thorough and clear thinking.
 - Be better prepared to implement change.
 - Create communication plans that are clear and concise.
 - See all sides of a situation to avoid being blindsided.
 - Sort through wide ranges of data, quickly, to work with just the necessary information. Avoid getting bogged down in unnecessary detail.
 - Solve problems that are high priority rather than problems that are easy to solve and of little consequence.
 - Design action plans that are supported by the group and can be implemented.
 - Complete documentation of decisions and actions for future reference.
 - Think through business challenges more thoroughly.
- 🧠 Increase creative and innovative performance by providing a framework to:
 - Break the idea killer habit that shuts down the creative process.
 - Generate powerful new ideas that are outside of the mainstream.
 - Follow a practical process for idea evaluation.
 - Consider a broader range of possible solutions and selecting the one that best meets the business need.
 - Select opportunities to pursue based on balancing value against risk.
 - Develop action plans to minimize risk.
 - Sell well thought out ideas to management and clients with more confidence.
 - Look for innovative solutions more regularly — "out-think" the competition.

Replace one-dimensional thinking with SIX-DIMENSIONAL THINKING

Much of our thinking is done in a confused way. We often try to do too much at once. Emotions, information, logic, hope and creativity are all mixed in. It's like juggling too many balls. As a result we begin to limit our thinking.

We start to use only one type of thinking for every situation, usually critical or negative thinking. Similarly, critical thinking is a powerful tool but if you are trying to create a new idea, it can just get in the way.

The Six Thinking Hats® system provides a practical framework to overcome these challenges. It's a simple, easy to use method that can dramatically change the way you think. And the way your organization operates.

Dr. Edward de Bono's Training Course is fast-paced, practical, and interactive. The measurable results include shorter meetings, thorough decisions, better communication, and easier problem resolution.

Individuals and teams will learn to separate thinking into six categories for analyzing issues and generating new ideas. Edward de Bono's You will leave the Six Thinking Hats® program with tools you can apply immediately for:

- Facilitation of meetings
- Preparing for discussions
- Continuous process improvement
- New products and new designs
- Conflict resolution
- Decision making and problem solving
- Customer focus groups / interviews
- Leadership development
- Presentations

Course Objectives

- To generate innovative solutions by looking at Old problems from new perspectives.
- To replace adversarial thinking by thinking together.
- To move thinking i.e. emotions from facts, positive from negative, critical from creative.

What people say about Dr Gupta:

"Great learning experience. Dr. Gupta is a great trainer"
Hafsa Abbasy, Country HR Advisor, ABN AMRO Bank

"Dr. Gupta remained interactive throughout the course"
Anwar Farid, Chief Geophysicist, PPL

"Should be extended to junior levels to train them to have structured thought and rational approach to meetings and problems"
Sushil Maroo, Director Finance, Jindal Steel

"An experience of a lifetime"
Tehreem Atif, Assistant Manager HR, Ufone GSM

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

"Excellent all around"
Syed Farhan Mahmood, Sr. Manager HR, Ufone GSM

"The trainer is commendable in delivering the pedagogical and andragogical concepts and keeps everybody engaged with interesting ideas and exercises"
Asma Butt, Lead Trainer, Sui Southern Gas Company

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

"MINDBLOWING. Did not expect this course to be this great. Life changing experience!"
Arsalan Mahmood, Training Manager, MCB Bank Limited

Internationally Applied

The Six Thinking Hats® method is widely used at **Prudential Insurance**, the largest insurance group in the world. In fact, images of the six colored hats are woven into the carpets at their Canadian headquarters.

Du Pont, which now has a formal center for creativity and innovation, has trained creativity facilitators and uses the Six Hats system extensively.

IBM has certified 15 instructors to teach Six Thinking Hats® to its employees.

A division of **Siemens** reduced product development time by 50%.

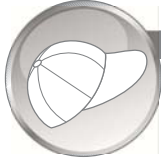
ABB was able to reduce a series of multinational project meetings from 30 days to 2 days.

After learning de Bono creative thinking skills, fights between miners at a **South African Mine** were reduced from 210 per month to 4.

Leading organizations such as **Eli Lilly**, **Federal Express**, and **Honeywell** are reaping the benefits generated by Six Hats methods.

METHODOLOGY:

The workshop is unique and effective with interactive tools of learning, discussions, exercises, inspiring films and simulations with a focus of developing and transferring skills spontaneously.



White Hat

The White Hat calls for information known or needed.



Red Hat

The Red Hat signifies feelings, hunches, and intuition.



Black Hat

The Black Hat is for judgment the devil's advocate or why something may not work.



Yellow Hat

The Yellow Hat symbolizes values and benefits and why something may work.



Green Hat

The Green Hat focuses on creativity: possibilities, alternatives, and new ideas.



Blue Hat

The Blue Hat is used to manage the thinking process

For onsite customized programs by **Dr Sunil Gupta**

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We are a business information firm, having managed and organized events of various calibers during the last 2.5 years of our operations. Among our more recent event was the 2nd Women in Business & Leadership Conference WIBCON 2010, in April 2010 which we managed for PSTD. ICAP in collaboration with TerraBiz organized a highly successful CFO Conference 'Rising CFO' in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, TerraBiz and OPEN jointly organized a conference on Corporate Innovation and Entrepreneurship'09, Karachi in November 2009. We also managed the MAP Conference in November 2009, Lahore with high appreciation from all over the country.

MPF also engaged us for Entrepreneurship 09 Conference in August 2009 which is being repeated this year as well. TerraBiz Human Capital Management Conferences which were held in Karachi and Lahore in April09 and July09 respectively, and the Compensation & Benefits Day in June '09 also received a very good feedback from the HR professionals in the country.

We also organized the 11th Convention of the Management Association of Pakistan in December last year in Karachi. MAP convention has become the benchmark against which all business conferences are measured.

TerraBiz organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Global Head of Mobile Marketing P&G was also one of the speakers. TerraBiz has also organized some events with Google Pakistan.

TerraBiz is responsible to produce a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities for its client the Central Depository Company. As part of our operations, we also facilitate international trainers to conduct public workshops in Pakistan. A few of them were 'Six Thinking Hats' with Dr. Sunil Gupta, Life Time Master Trainer of Edward de Bono Tools, Nick Blasdale Introductory Management Skills, Advanced Presentation Skills and Media Relations by Simon Bucknall, HR Balanced Scorecard with Alan Fell; Employer Branding with Dr. Olga Kampaxi, and many others.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, RBS, HSBC Bank, Allied Bank, NIB Bank, Mobilink, Ufone, Zong, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, GSK, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro Corp, Coca Cola Beverages, CDC, HUBCO, and Aga Khan University et al.

Registration Note:

Participation will be confirmed subject to receipt of payment.

Substitutions are welcome. Please notify us in writing at least two working days prior to the event. All cancellations must be sent in writing, and will carry a 15% cancellation fee, once a registration request is received and acknowledge by TerraBiz.

Workshop fees must be paid in Full. No refunds will be given if a written cancellation occurs within 10 working days prior to the workshop. Same applies for delegates who don't attend the workshop without cancellation. Workshop materials will still be couriered to them. However, if you have paid your workshop fee in full and you wish to attend any other workshop from TerraBiz within 6 months of the initial registration, you will only be invoiced for 15% of that workshop fee. Please note that you can transfer only once. In the event of unforeseen circumstance, TerraBiz reserves the right to cancel or postpone the event.

Workshop Investment:

Rs. 32,500/- Per Participant

***Early Bird Discount** (Before 1st February 2011)

Rs. 30,500/- Per Participant

*Every 5th Participant from the same organization will attend

FREE

Includes original course material from USA, certificates, lunch, refreshments and business networking.

(These Workshops are protected under International Copyright Laws and patented to Dr. Edward De Bono therefore, Original Course Material is given to all Participant's.)