

A simple yet
powerful tool
that breeds
innovation



Dr. Edward de Bono Thinking Tools Series

Six Thinking Hats®

**Creative Thinking for Business Leaders,
Managers and Teams**

Facilitated by:

Lifetime Certified Master Trainer -

De Bono Thinking systems Dr. Sunil Gupta

March 17 2009, Sheraton Hotels and Towers, Karachi

Six Thinking Hats®

The Six Thinking Hats® Corporate Program is a simple & powerful tool that will change the way people think. Growing competition, rapidly increasing change, global economic conditions have all increased the significance of teams, departments, entire organizations needing to continually develop the thinking and problem solving skills of ALL the employees to succeed in the 21st century. The factors impacting business and industry today demand the need for ongoing internal and external develop of the thinking and problem solving skills of all employees from the shop floor to the top floor.

Developing thinking and problem solving skills and knowledge of thinking tools and processes is the missing integral component of a sound organizational management plan. Thinking and solving problems are the daily challenge of today's manufacturers, of all organizations, yet we do not deliberately develop the skills and tools we use.

You as a Business Leader need to explore those areas where actually you can bring in transformation in your people and processes. Businesses now are not about managing men but human thinking mechanisms where human mind and thoughts if manage results into achievement of higher goals and enabling people to climb Maslow's hierarchy levels.

Who will benefit most?

Anyone who wants to think clearly, objectively and creatively. Including but not limited to:

- ▣ Senior Managers
- ▣ Project Managers
- ▣ Team Leaders & Members
- ▣ Advertising & PR Professionals
- ▣ Line Managers
- ▣ Meeting Facilitators
- ▣ Trainers & Consultants
- ▣ HR Professionals
- ▣ New Product Developers
- ▣ Sales & Marketing Professionals



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About Dr. Sunil Gupta

Lifetime Certified Master Trainer - De Bono Thinking systems

The Creative Guru attained his early education at the University of Bombay. He then worked for his Post Masters Research and Advanced Training at the University of New York, where he completed his Ph.D. in Management.

Dr. Sunil Gupta has special interest and passion for Improving Customer Service, Creativity & Thinking Skills and initiating and sustaining Quality and change processes in Organizations. Dr. Sunil Gupta was personally trained and certified by Dr. Edward De Bono 15 years ago to facilitate seminars on creativity, innovation, and thinking skills. There are over 2,000 certified trainers worldwide, out of which number Dr Gupta himself has certified over 250 trainers on various tools.



Dr. Gupta is among only four trainers worldwide to be awarded Lifetime Certification on the Edward de Bono Thinking Programs on account of his training excellence. This lifetime Certified Master Trainer title is exclusively reserved for those Master Trainers who have been affiliated with the De Bono Thinking systems for at least 10 years, have trained over 10,000 people in the de bono thinking techniques, have demonstrated outstanding platform skills and who exemplify the highest standard in Customer Service. Dr Gupta has the distinction of training over 300,000 people worldwide on the De bono methods and is certified on all the products of Edward de bono.

Dr. Gupta is licensed by Dr. Edward De Bono to offer Lateral Thinking™, Six Thinking Hats™, DATT™, Simplicity™ and CoRT workshops. He 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™. Ken Blanchard has certified Sunil to be a Whale Done™, Gung HO™, One Minute Manager™, and Situational Leadership™. Consultant Dr. Gupta's research papers have been published at several international proceedings His last line assignment was as Corporate Manager, Human Resources Development with Colgate Palmolive Inc. & he is the recipient of "Chairman's You Can Make a Difference Award".

Dr. Gupta has over 30-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.

Participants in his training programs have come from 35 countries and 75 nationalities.

About Dr. Edward de Bono



Edward de Bono is regarded by many as the leading authority in the field of creative thinking, innovation and the direct teaching of thinking as a skill. He is equally renowned for his development of the Six Thinking Hats® technique and the Direct Attention Thinking Tools™ (D.A.T.T.™) framework.

His techniques and work focus on improving the elements that constitute a perception and the formal design and application of the frameworks required towards innovative and creative action. One may easily say that all the recent (past thirty years) focus on thinking, on creativity, on innovation, on frameworks beyond 'x-storming' etc has taken its lead from Edward de Bono's work. He has written 70 books with translations into 40 languages and has been invited to lecture in 58 countries.

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."

Objectives and Outcomes

Participants in the Six Thinking Hats® course will show evidence of the following:

- A marked tendency to identify themselves as thinkers
- Confidence to cope with and improve their environments
- Competencies enabling them to:
 - identify and solve problems
 - propose alternative solutions
 - predict the consequences of each alternative
 - assess the usefulness of each set of consequences
 - select the best alternative
 - implement it
 - evaluate it
- Competencies enabling them to:
 - develop a habit of perceiving events and situations as opportunities
 - identify the benefits/desired outcomes of pursuing each opportunity
 - identify the risks/dangers of pursuing each opportunity
 - design ways to minimize risks and dangers
 - select opportunities based on weighing the benefits against remaining risks
 - design plans for pursuing a selected opportunity
 - assess and reevaluate plans in progress
- Competencies enabling them to:
 - understand and take on the facilitator role in a group meeting
 - identify and articulate other people's points of view



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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 fastpaced, 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. 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



White Hat

The White Hat calls for information known or needed.



Black Hat

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



Red Hat

The Red Hat signifies feelings, hunches, and intuition.



Green Hat

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



Yellow Hat

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



Blue Hat

The Blue Hat is used to manage the thinking process

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.



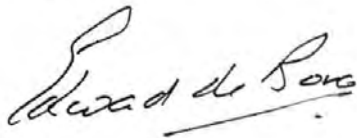
Personal endorsement by Dr. Edward de Bono



20.10.05

This is to recommend
Dr. Sanil Gupta who is
a very experienced instructor
in my methods.

He has both an excellent
understanding of the system
and also years of
practical experience in
teaching the methods.


Edward de Bono

The quality of our
thinking will determine
the quality of our future

Dr. Edward de Bono



What Dr. Sunil Gupta's participants say about him?

"Dr. Sunil has trained a large number of our managers and teams and we found in him an able trainer, a gifted communicator and a fine person. His ability to connect and engage people irrespective of the level of the audience is something that needs special mention."

Bashar Rasheed, HR Manager, ICI Pakistan

"Great learning experience. Dr. Gupta is a great trainer"

Hafsa Abbasy, Country HR Advisor, ABN AMRO Bank

"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 Co.

"MINDBLOWING. Did not expect this course to be this great. Life changing experience!"

Arsalan Mahmood, Training Manager, MCB Bank Limited

"Dr. Gupta remained interactive throughout the course"

Anwar Farid, Chief Geophysicist, PPL

**Bring
Six-Thinking Hats®
In-house!**

Please contact

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arsalaan.haleem@terrabizgroup.com

or call at 0345-2666178

for further details



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TerraBiz

Training | Conferences | Exhibitions

We are a business information firm, having managed and organized over 20 events of various caliber during the last ten months of our operations. Our events, from initiation to conclusion, are handled by our team of professionals, who have a combined experience of organizing over 250 national and international events.

Among our more recent events was 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 is producing another international conference for MAP on 24-25 April in Lahore. Boeing and many other foreign and local business groups will be participating in that. www.mapconvention.com

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. www.marketing2.com.pk. Terrabiz also organize frequent events with Google Pakistan

CIO Pakistan chose Terrabiz to manage their launch event in Karachi in August last year.

Terrabiz is responsible to produce a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities. These bi monthly events are jointly hosted by Central Depository Company (CDC), SECP and Karachi Stock Exchange.

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 – Master Trainer of Dr. Edward de Bono Thinking Tools, 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, ABN AMRO Bank, HSBC Bank, Saudi Pak Bank, Allied Bank, NIB Bank, Mobilink, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro, Coca Cola Beverages, Central Depository Company, HUB Power Station and Aga Khan University.

Terrabiz was associated with the Asia Pacific HRM Congress in Mumbai as the strategic partner for Pakistan. Our upcoming training events include extremely popular program – Six Thinking Hats, by Dr. Sunil Gupta who has recently been conferred a great honor of becoming Life Time Master Trainer of Edward de Bono Tools.

On 25th March, we are producing WIBCON 2009 – Women in Business & Leadership Conference for PSTD. The Media and Marketing Festival will follow next. Terrabiz is also organizing an HR Conference, titled, 'Innovative HR Strategies in Tough Times' in Karachi on 18th April. Amongst others the conference will be addressed by Ms. Saagarika Rai Chief People Officer of Reliance India.

Register Today

Tel: 021-4550431, 4550319,
Cell: 0300-9220647, 0321-2781000
Fax: 021-4557264,
E-mail: register@terrabilzgroup.com
www.terrabilzgroup.com

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 acknowledged 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 circumstances, Terrabiz reserves the right to cancel or postpone the event.

To receive this brochure by e-mail, drop us a line at:

info@terrabilzgroup.com

For in-house customized programs by **Dr. Sunil Gupta**,
Please contact Arsalaan Haleem call at 0345-2666178
or email at: arsalaan.haleem@terrabilzgroup.com

Workshop Investment:

Rs. 19,500/- per participant

PACKAGES:

Register before 2nd March 2009 and avail **5% discount.**

Every 5th participant from the same organization can participate for **FREE.**
(Above packages are mutually exclusive).

Includes branded course ware, Terrabiz certificate, lunch, refreshments and business networking.

Registration & Payment Options

- **E-mail or fax your nomination(s) to:**
E-mail : register@terrabilzgroup.com
terrabilzgroup@gmail.com
Phone : 021- 4550431 Fax: 021-4557264
- Send your cheque in favour of
"Terrabiz" to: Murad Hassan
Suite # 403, Shahwar Trade Centre,
Above Standard Chartered Bank, Allama Iqbal Road branch,
P.E.C.H.S, Block 2, Karachi, Pakistan.
Tel: 021-4550431, 4550319
Cell: 0300-9220647, 0321-2781000

Upcoming Events



Effective Business Communication
By: Dinaz Divecha
March 4 2009, Karachi



WIBCON 09
Women in Business & Leadership Conference
March 25 2009, Karachi



HR Conference
'Innovative HR Strategies in Tough Times'
April 17 & 18 2009, Karachi



MEM Show 2009
Media, Entertainment & Marketing Show
May 20 & 21, 2009, Karachi