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*A Course for Leaders,  
Teams and Individuals*

# Six Thinking Hats®

***Imagine it. Your team has the skills and techniques they need to make the best decision. Fast. Smart. Efficient.***

It's not impossible. In fact, it's simple. Once they know how. That's where Dr. Edward de Bono's *Six Thinking Hats®* comes in.

This systematic method of thinking in a completely new and different way will provide your employees with skills and tools that they can apply immediately! See results in days, not months.

It is a simple, effective technique that helps them become more productive. You and your team members can learn how to separate thinking into six distinct categories. Each category is identified with its own colored metaphorical "thinking hat." By mentally wearing and switching "hats," you can easily focus or redirect thoughts, the conversation, or the meeting.

The difference between brilliant and mediocre teams isn't so much in their collective mental capacity, but in how well they can tap into their collective wisdom and how well they function together.



**After your team learns the skills behind *The Six Thinking Hats®* system they'll:**

- Hold critical meetings without emotions or egos making bad decisions
- Avoid the easy but mediocre decisions by knowing how to dig deeper
- Increase productivity and even more important – be more effective
- Make creative solutions the norm
- Maximize and organize each person's thoughts and ideas
- Get to the right solution quickly and with a shared vision

## ***The Six Thinking Hats (or modes)***

### ***The White Hat***

The White Hat calls for information known or needed.

### ***The Red Hat***

The Red Hat signifies feelings, hunches, and intuition.

### ***The Black Hat***

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

### ***The Yellow Hat***

The Yellow hat symbolizes brightness and optimism.

### ***The Green Hat***

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

### ***The Blue Hat***

The Blue Hat is used to manage the thinking process.



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**de Bono Thinking Systems**

Practical • Radical • Innovative

# Lateral Thinking™

A Course for Leaders,  
Teams and Individuals

**What do businesses need today?  
A new way of thinking that opens a  
door they didn't even know existed.  
A way of thinking that seeks a  
solution to an intractable problem  
through unorthodox methods or  
elements that would normally be  
ignored by logical thinking. They  
need Lateral Thinking™.**

Dr. Edward de Bono divides thinking into two methods. He calls one "vertical thinking," which uses the processes of logic—the traditional, historical method. He calls the other "lateral thinking," which involves disrupting an apparent thinking sequence and arriving at the solution from another angle.



Developing breakthrough ideas does not have to be the result of luck or a shotgun effort. Dr. de Bono's proven *Lateral Thinking™* methods provide a deliberate, systematic process that will result in innovative thinking.

Creative thinking is not a talent; it's a skill that can be learned. It empowers people by adding strength to their natural abilities, which improves creativity and innovation, which leads to increased

productivity and profit. Today, better quality and better service are essential, but they are not enough. Creativity and innovation are the only engines that will drive lasting, global success.

## Lateral Thinking Techniques

- **Alternatives:** How to use concepts as a breeding ground for new ideas. Sometimes we do not look beyond the obvious alternatives.
- **Focus:** When and how to change the focus of your thinking. You will learn the discipline of defining your focus and sticking to it.
- **Challenge:** Breaking free from the limits of traditional thinking. With challenges, we act as though the present way of doing things is not necessarily the best.
- **Random Entry:** Using unconnected input to open up new lines of thinking.
- **Provocation and Movement:** Generating provocative statements and using them to build new ideas.
- **Harvesting:** Capturing your creative output. At the end of a creative-thinking session, we normally only take note of the specific ideas that seem practical and have obvious value.
- **Treatment of Ideas:** How to develop ideas and shape them to fit an organization or situation.



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# Six Value Medals™

**You hear it all the time—what is our value proposition? What's our value added? What if you could count on employees to sort options using a commonly understood framework that would increase the value of the organization at every turn—for customers, employees, stockholders, the community, and more?**

The key to making decisions that will deliver maximum value lies in creating a framework that is specific enough to add meaning but is also pliable enough to expand and contract with each unique challenge. You'll find a framework robust enough to support these efforts in Dr. Edward de Bono's *Six Value Medals™*.



**The skills taught in Six Value Medals™ help people quickly but thoroughly scan for values, prioritize which values are the most important to pursue, and then ensure that top values are addressed and maximized every step of the way. It's like putting on a pair of glasses with six lenses, one for each of six important value categories:**

*A Revolutionary New Framework, Book and Course for Leaders, Teams and Individuals*

**Gold Medal:** Gold is precious, and so are people. The gold medal asks, what matters to the people? Human values include pride, achievement, a sense of belonging, hope, trust, and growth.

**Silver Medal:** Silver impacts the organization. What matters to the organization? What are our goals as a company and how will a prospective action help us or hinder us in pursuit of these goals?

**Steel Medal:** Steel must be as strong as possible. The steel medal asks what are the implications for quality? How will the decision at hand impact the quality of what we do?

**Glass Medal:** Glass can take the shape of many functional, often beautiful and colorful objects. The glass medal covers change, innovation, simplicity and creativity.

**Wood Medal:** Wood spotlights ecology values in the broadest sense. Is there a positive or negative impact to the environment if we take this road?

**Brass Medal:** Brass looks like gold but is not. Brass medal values examine appearances and perception. How will this action be interpreted?

Too often, organizations cannot articulate the basis for their decisions. As a result, they may fail to notice and resolve conflicts in values that have a negative impact on employees, the organization, clients, community relationships, and more. Until now there has not been a concrete way to assess the impact that a decision may have on our attempts to create and protect value. When employees can scan, identify and prioritize values, they become vital partners in growing your business.



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