

Training Programme on CoRT Thinking

Don't just urge people to think...
teach them how to think with this
revolutionary programme

March 5 - 7, 2001



Entrepreneurship
Development
Institute of India
AHMEDABAD

Rationale

Despite severe competition for survival and growth in the world of business, dynamism in employees has certainly been relegated to the background. Any corporate house while examining the special attributes that contribute to its success, must certainly take into account the winning qualities of its employees as these play a significant role in the performance of the enterprise. Technological or organizational upgradation does not just materialise by imparting training to employees but also depends on an attitude of creativity among employees.

However, this enterprising and creative bent of mind should be inculcated in employees to ensure that their desire to be innovative and efficient in work environment is sustained. This learning is not inborn, it can be acquired through high educational and training intervention.

Keeping in mind the objective of changing the mindset of employees/entrepreneurs and utilising their services in a more creative and productive manner, EDI has arranged a 3-day programme based on '**CoRT Thinking**'; in collaboration with IDEAS, UAE.

CoRT Thinking, a concept evolved by Dr. Edward de Bono, gives employees an insight into their abilities and motivates them to effectively apply their intelligence in any professional or personal situation.

CoRT, named after the Cognitive Research Trust established by Dr. Edward de Bono, in Cambridge, England, is now the most widely used course in the world for direct teaching of 'thinking'. Today, several Fortune 500 Corporations are using CoRT to teach employees how to think.

About the Programme

Programme consists of 6 carefully designed modules :

CoRT 1 : Breadth : It will help employees to broaden their perception - as fundamental to thinking, as vocabulary is to reading

CoRT 2 : Organisation : It will help employees in organising their thinking.

CoRT 3 : Interaction : It will help employees observe the thinking involved in arguments.

CoRT 4 : Creativity : It will help employees to learn how to change concepts and patterns for great results in design thinking.

CoRT 5 : Information and Feeling : It will teach employees to ask themselves, "What information do I have ?" "What information do I need ?" "How can I get information?" "What values and feelings can I apply to information?"

CoRT 6 : Action : It will introduce employees to visual symbols that these can be used for direct action.

Who can participate ?

H R managers, any employee of small and medium enterprises/corporate houses, trainers, business consultants and counsellors or entrepreneurs from medium and large business houses can participate in this programme.

How will the Programme benefit ?

- ◆ It will enable the participants to become more proactive rather than a reactive thinker.
 - ◆ It will develop 'operacy' skills. (operacy is a unique skill of doing things; of making things happen.)
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- ◆ It will help the participants to realise creative, innovative and analytical talents optimally and fully.
- ◆ It will impart skills to look for new meanings in familiar situations and use old information in new contexts.
- ◆ It will create self-awareness in participants so that their latent innovative and creative instincts are utilised in the job.

Venue and Duration

The programme will be conducted on the campus of Entrepreneurship Development Institute of India, during March 5-7, 2001.

Faculty

The faculty - Dr. Sunil Gupta is a distinguished expert from IDEAS, UAE. He has been trained and certified as a Trainer/Consultant, by Dr. Edward de Bono and is licensed to offer Lateral Thinking™, Six Thinking Hats™, DATT™ workshops and consultancy in the GCC area, India, Pakistan and Sri Lanka. He has been certified as a Master Trainer by Dr. Bono. Dr. Gupta is the recipient of "Chairman's You can Make a Difference Award" (YCMAD) for Devising and Implementing Human Resource Information System (HRIS) awarded by the Chairman of Colgate Palmolive Inc.

Fee and Registration

The programme has the registration fee of Rs.8500/- for a non-residential and Rs.9500/- for a residential candidate. This includes the training fees, original course material, lodging and board for residential participants.

Please send the enclosed registration form duly filled in along with the Demand Draft drawn in favour of 'Entrepreneurship Development Institute of India' payable at Ahmedabad, latest by February 10th 2001 to ;

Ms. Mauli Patel

Programme Co-ordinator

Entrepreneurship Development Institute of India

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World's leading authority on Thinking : Dr. Edward de Bono

Dr. Edward de Bono is the creator of Direct Attention Thinking Tools. Dr. de Bono is widely recognised as the world's leading authority on the direct teaching of thinking. He developed the original concept of CoRT Thinking on lateral thinking - thinking across conventional patterns to come up with new ideas. A Rhodes Scholar, MD, and Ph.D, Dr. de Bono has written over 50 books, including *Serious Creativity*, *Six Thinking Hats*, and *Teach Your Child How to Think*.

Techniques of Dr. de Bono can change an entire company culture by teaching employees to think in a more efficient manner. The essence of Dr. de Bono's work has been to produce thinking techniques that are simple, practical, useable, and powerful.

The Institute

Entrepreneurship Development* Institute of India, an autonomous body set up in 1983, is sponsored by apex financial institutions, viz. IDBI, IFCI, ICICI and SBI. The EDI has been spearheading entrepreneurship movement through education, research and training.

EDI has also been conducting in-company programmes on developing intrapreneurial managers. In various such programmes the Institute has trained about 500 Managers/ Executives from different companies & corporate houses.

Through well-conceived training interventions and capacity building activities, over last 15 years EDI has equipped people from all walks of life and all around the country with entrepreneurial skills. To pursue its mission further, EDI has helped set up twelve state-level exclusive entrepreneurship development centres and institutes.

With the objective of facilitating survival as also growth of existing enterprises, the institute has conducted several Growth-cum-Counsellors' programmes for existing entrepreneurs. Till date, the institute has conducted 15 Growth-cum-Counsellors' programmes and geared up 325 entrepreneurs and 298 counsellors. In addition to this, EDI organises a variety of programmes for the benefit of existing entrepreneurs.

EDI's National Innovation Centre facilitates evolution of technology-driven enterprises by providing appropriate information on new technologies. Its award winning Campus offers stimulating and serene environment for study and work.

Views on earlier Programmes

"Excellent session on Lateral Thinking.... Coincided very well with the introduction of our Strategic Plan"

CHIEF EXECUTIVE OFFICER
British Bank, Bahrain

"We have been very pleased with the work carried out so far.... the impact we have had on the sales force is positive...."

SALES & MARKETING MANAGER
Shell Oman Marketing



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