



Programme on LATERAL THINKING



Lateral thinking methods to think "out of the box"
(For University Students, Educators, Coordinators, school Principals, managers)
Saturday, July 8, 2017 - 9.30 a.m. to 1.00 p.m.

Venue: Torrent -AMA Management Centre, Core-AMA Management House,
Dr. Vikram Sarabhai Marg, AMA Complex, ATIRA Campus, Ahmedabad 380 015

"Lateral thinking is the solving of problems by an indirect and creative approach, typically through viewing the problem in a new and unusual light"

– Dr Edward de Bono

This program will enable participants to look at fresh ideas, problem solving heuristic methods and enable a person to discover or learn something new, develop association of ideas with intuitive reasoning.

Lateral thinking is solving problems through an indirect and creative approach. It is concerned with the perception part of thinking. A healthy human brain does not want to always be creative, it is designed to figure out how to do things or how to think about things and then 'lock' that automatic response or behaviour into a subconscious process so that the conscious brain can focus on other matters. This approach does not have traditional ways for problem solving. In fact it has idea generation and problem solving techniques in which new concepts are created by looking at them in an entirely new way.

Objective : The workshop will enable participants to use various strategies and lateral thinking exercises that not only shape but motivate people to think differently. The participants will be able to use these strategies at work and change the way of thinking "out of the box." in institutions. This will bring about complete change in the way they think.

Audience: Anyone, aspiring to be the change agent in the field education, universities, and become creative in thinking. This will be particularly benefit all who wish to create an out of the box approach in their work place.

Content: The through lines of the workshop are:

- What is lateral thinking?
- How is lateral thinking different?
- How can lateral thinking help to change the organization's outlook?
- Why thinking "out of the box" will help organizations?
- Why use lateral thinking to create new solutions for existing ones?
- Applying lateral thinking strategies at work.

The workshop will be interactive in nature and will consist of lectures, Power point presentations, Learning engagements, and group discussions. They will chalk out an action plan to get their learning to their places of work.

Faculty : Ms. Minakshi Balkrishna, Education Consultant and Trainer

Fee : Rs.700/- per participant inclusive of Service Tax. Fee includes course fee, cost of reading material, lunch and refreshments. The Cheque may please be drawn in the name of 'Ahmedabad Management Association'.

Program for LATERAL THINKING

July 8, 2017

Registration Form: Please fill-in and return this form along with participation fee to :

Ahmedabad Management Association, Dr. Vikram Sarabhai Marg, ATIRA Campus, Ahmedabad 380 015.

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Website: www.amaindia.org • Android Mobile App: AMA-Ahmedabad amalIndia.org".

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