

# Edward de Bono's Programme

**Simplicity**™

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Wednesday, 21 April 2010



[www.hkma.org.hk/seminar](http://www.hkma.org.hk/seminar)

**HK** PRIME 持續進修學院   
**MA** PROFESSIONAL INSTITUTE OF MANAGEMENT AND EDUCATION  
*Learning While Networking*

## **Simplicity™: A Course for Leaders in the War on Unneeded Complexity**

There are few things more annoying and frustrating in work than dealing with a piece of complex machinery or a cumbersome process which will not do what you need done. From complexity comes stress, anxiety and frustration - even rage - followed by apathy and exit. But you don't have to be a victim anymore. Not with de Bono Thinking Systems' Simplicity™.

Now you can get the tools and support to move your company in exactly this direction. **Simplicity™** is a new course created by Edward de Bono which is invaluable to companies looking to uncomplicate their business processes and thus, their lives.

If your organization is looking for ways to streamline products and processes, thereby becoming more effective, efficient and user-friendly, **Simplicity™** will help you accomplish these goals. **Simplicity™** teaches people to end habits that are no longer necessary, stop duplication of tasks, and challenge every aspect of business so that they can perform at a higher level in all areas.



**"Linda and Peter are the leading trainers of my work anywhere in the world."**

**Dr Edward de Bono**

Dr Edward de Bono is the world's leading authority on conceptual thinking as the driver of organizational innovation, strategic leadership, individual creativity, and problem solving. Since 1970 his exclusive tools and methods have brought astonishing results to organizations large and small worldwide and to individuals from a wide range of cultures, educational backgrounds, occupations, and age groups. Dr de Bono delivers the advanced training solutions so needed for success in these challenging times.

Dr de Bono has been credited with producing thinking techniques that are simple, practical, and powerful. His Six Thinking Hats®, Lateral Thinking™, and DATT™ (Direct Attention Thinking Tools) training courses are now being implemented in organizations of all sizes because of their simplicity and their power to change thinking behaviour, increase productivity, foster team-building, and evoke profitable innovation.

### **Seminar Leader**

This seminar will be conducted by one of the following:

**Sir Dr Peter Low** and **Mrs Linda Low**, Directors of Edward de Bono Training Associates/ Thinking Management Techniques Pte Ltd, who have more than 15 years of experience in introducing Dr Edward de Bono methods to more than 500 major corporations and government agencies.

Both Sir Dr Peter Low and Mrs Linda Low were personally trained by Dr de Bono. On account of their phenomenal success with more than 2000 seminars to their credit, they were appointed by Dr de Bono as Lifetime Certified Master Trainers and have been acknowledged by him as his "best trainers internationally". They oversee the de Bono Network operations in Asia and have taken the platform at many International Thinking Conferences.

## Seminar Outline

1. Introduction
  - o What is Simplicity?
  - o Focus
  - o Why and How do Things Become Complex?
  - o Objectives and Values
2. In Simplicity™, you will learn how to institute creative techniques like:
  - *Shedding*
    - o Historical Review
    - o Combine
    - o Shift and Delegate
    - o Challenge
    - o Value Shedding
  - *Replacing*
    - o Wishful Thinking
    - o Provocative Amputation
    - o Bulk and Exception
    - o Modules and Small Units
  - *Restructuring*
    - o Rearrange Existing Parts
  - *Broad and Narrow View*
    - o General Flavour
    - o Ladder
3. Dangers of Simplicity
4. Rules of Simplicity

## Benefits to You

Learn the effective use of Dr Edward de Bono's Simplicity™ Method, a powerful tool which aims to reduce the unnecessary duplication of efforts to increase ROI, removing age-old roadblocks and barriers which will increase employee and customer satisfaction. Empower your employees to think up new ways of doing things in a SIMPLER way, leading to faster- to-market innovations and easier process systems.

## Who Must Attend

Executives, managers and leaders involved in decision making and anyone who believes in SIMPLICITY as a key value for product, process or plan.

## Seminar Material

You will receive the SIMPLICITY instructional manual designed by Dr de Bono himself which will serve as a good reference manual for post course implementation.

[www.PRIMEJobs.hk](http://www.PRIMEJobs.hk)

## FEES

HKMA Members: HK\$3,450  
Non-members: HK\$3,600  
Early Bird Discount: HK\$200 each  
(For those who enrol and pay one month before the course commencement date)  
Group Discount: HK\$200 each  
(For those companies which send a total of two or more participants to this seminar and enrol at the same time)  
Fees are inclusive of tea/coffee breaks, lunch, a Certificate of Merit from Thinking Management Techniques Pte Ltd and the relevant instructional manual which constitutes the only set of application material authorized by Dr de Bono.  
Lunch is provided with compliments.

## REGISTRATION

All interested parties are requested to complete the registration form and return it together with appropriate fee(s) to the Secretariat 10 days before the seminar. Reservations by fax (2365 1000) are welcome but are subject to confirmation by payment in full prior to programme commencement. For information on the workshop, please contact Ms Christine Choy or Mr S H So on 2774 8552/2774 8550. Successful applicants will be notified by telephone. No separate letter of acceptance will be issued. As space is limited, bookings will be on a first-come, first-served basis.

## LANGUAGE MEDIUM

English

## DATE & TIME

Wednesday, 21 April 2010  
9:00 am - 4:30 pm

## VENUE

The Hong Kong Management Association  
1-6/F First Commercial Building  
33-35 Leighton Road  
Causeway Bay Hong Kong  
(Tel: 2574 2238)



To: Director General, The Hong Kong Management Association  
16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, HONG KONG  
Tel: 2774 8552/2774 8550 Fax: 2365 1000

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Please enrol me in the following seminar:

Simplicity™ (AC-A6645-2010-1-FC) 21 April 2010 EB

Enclosed is a crossed cheque for HK\$ \_\_\_\_\_ (made payable to The Hong Kong Management Association) for this function. Cheque No. \_\_\_\_\_

Name: Mr/Ms: \_\_\_\_\_

Preferred name to appear on the Certificate: \_\_\_\_\_

HKID Card No: \_\_\_\_\_ HKMA Membership No.: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address of Company: \_\_\_\_\_

Co. Telephone No.: \_\_\_\_\_ Fax No.(Office): \_\_\_\_\_ E-mail: \_\_\_\_\_

Where did you **FIRST** learn about this programme?

Email Promotion from HKMA  Direct Mail by Post  HKMA Website

MTR Station Display (Please specify): \_\_\_\_\_

Exhibition (Please specify): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Fee paid by  company  self  
Correspondence  company  home

Please fill in the following information if a cheque/receipt is not attached.

*Our company undertakes to pay the course fee for the above applicant.*  
Name of Contact Person \_\_\_\_\_ Telephone No. \_\_\_\_\_  
Signature: \_\_\_\_\_ Company Chop and Date: \_\_\_\_\_

\* **No refund** will be made after payment, but participants can arrange to have their places substituted for the same workshop should they be unable to attend the seminar.

\* Personal data will be used for the purposes of market research, programme development and direct mailing.

\* The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.