

### Why attend the Secrets of Lateral Thinking?

Have you ever wondered how some people manage to just 'have' ideas? Have you ever wondered how ideas just pop into your head, and wished you could do it more often? Or even kicked yourself for not seeing the possibilities that others see?

If so, then the Secrets of Lateral Thinking is for you.

The Secrets of Lateral Thinking will give you access to techniques which will help you to become a more powerful thinker, and by constant application of the techniques, the thinking process will become altogether more productive. You can use these techniques to stimulate creative thinking in all aspects of your life – business, relationships, and community.

### What will I learn on The Secrets of Lateral Thinking?

The techniques that you will learn will enable you to:

- identify all possible 'big pictures' for any situation
- identify all of the details of any situation
- find alternative interpretations of problems
- establish links between any two objects
- see things from other people's perspectives
- appreciate the difference between inductive and deductive thinking
- use a non-logical thinking style

### How is The Secrets of Lateral Thinking Structured?

The training is a one day seminar which will be structured around classroom tuition and small group exercises. You will get to practice your new skills with the other attendees and have plenty of opportunity to learn how to apply these skills to your problems.

### Who will lead the training?



The training will be led by Ian Walton, a PhD scientist and Master Practitioner of NLP who has over 25 years of Global business experience, including 10 years of R&D leadership and coaching experience in both Japan and Thailand.

Ian has used his unique insights and experiences of Eastern and Western cultures to help individuals and teams to find creative solutions to problems, which results in personal development and business growth.

### What if I attend The Secrets of Lateral Thinking?

Firstly, expect to feel more confident in situations where new solutions are called for. Also, in the workplace, you'll be able to contribute fully to meetings, and pro-actively work with colleagues to resolve problems and move on, and help the business to grow. What would happen then?

**To learn more about developing yourself, your team and your business,  
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