



Seminar on

2nd Intake

Thinkertoys Program

Innovative Business Ideas Generation Method

COURSE INTRODUCTION

Michael Michalko is developer of Thinkertoys program. Michael is a leading creativity expert who specializes in providing creative-thinking workshops and facilitating think tanks for clients who range from Fortune 500 corporations, such as DuPont, Xerox, Kellogg's, General Electric, Kodak, Microsoft, Exxon, General Motors, Ford, USA Today, AT&T, Wal-Mart and Hallmark to governmental agencies.

Thinkertoys (A Handbook of Business Creativity) is Michael's highly acclaimed best-seller, which the Wall Street Journal reported "will change the way you think." It summarizes the thinking tools adopted by Michael based on his studies and experiences.

CONTENT

In this seminar, you can learn

- **Why some organizations are more innovative than the others**
- Why innovation is a planned process rather than an arbitrary process
- How **everyone can be turned into a creative genius** using the renowned THINKERTOYS methodology
- How you can **generate ideas using selected THINKERTOYS**
- Dozens of **real life examples** of innovative products and services
- **Common obstacles encountered by Management during their innovation ventures**
- **How to tell if your organisation is ready for innovation**
- Case sharing - How **HSBC / MTRC** and **other organisations** implement their innovation campaigns

OBJECTIVES

- To develop one's ability to generate innovative products, services and solutions towards organization issues.
- To build participants' ability to lead team / group to generate new ideas effectively and efficiently

WHO SHOULD ATTEND?

- Senior managers who want to streamline operations and facilitate continuous improvement in the workplace
- Senior Marketing professionals who want to come up with creative ideas to market their products
- Senior R&D professionals who want to develop products and services that demand public attentions
- Senior HR and Training professionals who want to assist organizations in the design and implementation of new business objectives

Inquiry & Reservation

Mr. Anson Wong / Ms Rachel Cheng

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Details

Date: 19 Sept 2014 (Friday)
Time: 3:00pm – 5:00pm
Venue: 10/F, The Hong Kong Federation of Youth Groups Building, 21 Pak Fuk Road, North Point, Hong Kong.

Language:
Cantonese with English materials

Registration Fee:
HKD 450 Per Seat / Free **

****For HKQAA clients, registration before 5 September 2014 will be offered 1 FREE admission ticket per company; if you refer other companies to join, these companies can enjoy the same benefit.**

SPEAKER PROFILE

Mr Kelvin Fung

In the past 20 years, Mr Fung has personally trained and coached more than 50,000 supervisors and managers in the Asia Pacific region. He is the world's 1st Thinkertoys Master Trainer certified by Mr Michael Michalko, originator of the Thinkertoys methodology.

Mr Dick Yip

Mr Dick Yip is a seasoned training and consulting professional in the area of Innovation & Creativity, Leadership Development and Emotional Intelligence. Mr. Yip has personally trained more than 10,000 managers, professionals, teachers and parents in Hong Kong.

Fax No: 2202 9198 / Email: anson.wong@hkqaa.org

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*Remarks : 1. All successful registrants will receive a confirmation letter. 2. No Certificate of Attendance will be issued. 3. There is handling charge for the request of attendance record
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