

## Books Synopsis

### Edward de Bono Methods - Applications

Thinking is the most important human skill. Nothing is more important than thinking. We use thinking to enjoy and deliver the values we hold. We use thinking to design the future. The quality of our future will depend directly on the quality of our thinking.

On the whole, our thinking is not very good. We rely on recognising standard situations and then providing the standard answer. This is excellent but it is not good enough. We need to do far better.

If I believe our thinking was excellent I would be very pessimistic about the future of the world. It is because our thinking can be greatly improved that I am an optimist.

There are simple and effective thinking 'tools' that can be learned, practised and used. It is not enough just to read about them. You have to use them. Training is essential.

These methods are now in use in corporations all around the world. Some of the methods are used in thousands of schools and in whole countries.

Thinking is a skill. Thinking skill can be learned. The great value of this book is that it shows how the thinking skills can be used in real life situations. Thinking is not academic philosophy but must work in real life.

The Prophet Mohammad in the Hadith has some very powerful things to say about thinking: "One hour of thinking about the works of the Creator is worth more than seventy years of prayer!".

Read this book - and then take the training.  
Edward de Bono  
London

A handwritten signature in black ink that reads "Edward de Bono". The signature is fluid and cursive, with the first letter 'E' being particularly large and stylized.

[Want to Stay Ahead](#) – How to Create a Creative Thinking Organisation is written based on the author's experience in helping organization in creating a creative and innovative organisation. Based on the author's experience in helping organisations to create a creative and innovative organisation, this book depicts the good practices and effectiveness of creativity tools in the area of corporate creativity.

Organisations have to recognise the need for creativity. According to Dr de Bono, creativity is essential in order to create new values and all forward thinking organisations would realise that creativity is one of the most important ingredients in business competition. To stay ahead in business and competition, we not only have to keep up with the race but need to think ahead at all times. For this exact reason, all organisations should accept the need for creativity in building a creative thinking workforce.

The book starts with the illustrations of creative thinking in daily improvement process and organisational change. The next 9 chapters are devoted to the author explaining the training of people on different dimensions of creativity in various environments and situations. These depictions are supported by specific guidelines and principles on how best people should use the creative tools. Furthermore, there are also some witty cartoon sketches to each situation. This book is essential to the discerned forward thinking people.

In this book, you will learn how to stay ahead, including the explanation in the following aspects:

- Staying Ahead through Creative Thinking
- Transformation into a Creative Workforce
- Edward de Bono Creative Thinking Methods in Organisations
- How to Cultivate a Creative Organisation in Practice
- Approaches in Creating a Creative Organisation
- Evaluation of Creative Ideas as a Business Process
- The Roles of Managers and Employees in Organization Creativity
- The Roles of Managers and Employees in Creative Thinking Projects

Professor Dr Edward de Bono is regarded as the world's leading authority on creative and conceptual thinking. He originated the concept of Six Thinking Hats, Lateral thinking and Direct Attention Thinking Tools for deliberate creative thinking. The appeal of his work is its simplicity and practicality. His methods have been proven successful in teaching people how to think creativity – from children to governments and the world's most successful corporations.