

Creative thinking

Creativity

And Innovative Strategy: Surviving And Thriving in a High-speed World



Fred Rosenzveig believes that unlocking and implementing the creativity that exists in everybody—from the executive suite to the shipping room—is vital to achieving a competitive edge.

While most executives realise that to compete in today's business environment, creativity and innovation must be a priority in their organisations, few know how to create an innovative workplace.

Fred Rosenzveig can help.

In his presentation, Fred Rosenzveig will explore the thinking techniques used to spur innovation at companies such as 3M, Xerox and IBM. And you'll hear hard examples of companies for which the adoption of his techniques has paid off in the millions of dollars in three ways:

- Increased revenue
- Prevention of decrease in revenue
- Staying alive and thriving in fierce competitive battles

Fred Rosenzveig's interactive presentation will show you how to recognise and implement creativity in yourself and others, bringing out the creative potential of your workgroups. His techniques will help you to find practical and profitable new solutions to your business challenges.

March 18, 2003

cocktails: 5:30 pm
dinner: 7:00 pm

Hilton, Dorval

12505 Cote-de-Liesse Rd
Dorval, Quebec

members: \$45
non-members: \$90

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Fred Rosenzveig is president of The Institute for Thinking Development in Montréal, an international consulting organisation specialising in thinking systems and innovation. (Go to www.mindrange.com for more information.) In addition to his consulting, he has been the primary thinking skills resource, for the last 15 years, at McGill University's International Executive Institute. The University of Miami's School of Business also sponsors his seminars.

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Save the pig from the arrow by changing the position of two (and only two) sticks which compose the pig. The flying arrow cannot be touched. Which two sticks would you change? Bring your solutions to the March meeting.

1. Pig design and puzzle © Mindrange 2003.

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