

# ITD-MEGA GURU EVENT

LEARN FROM THE BEST TO BE THE BEST



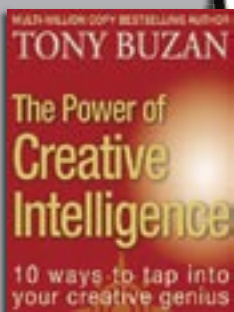
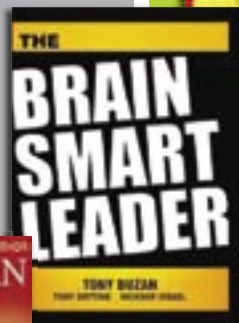
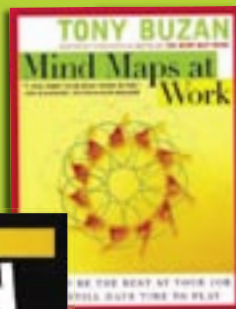
## The best of **Tony Buzan** LIVE!

- The world's top guru on mind power & creativity
- Best selling author of 92 books in over 30 languages in 125 countries

# Unleash the Genius of Creativity & Innovation

### Key Benefits

- **Learn** from the **world's best** to master the **methods used by creative geniuses.**
- **Harness** the creative power that is within you to **produce innovation at work.**
- **Generate** creative solutions at least **four times faster** than before.
- **Enhance** your ability to **work creatively, both alone and with teams.**
- **Enable** infinite creativity & innovation that creates **competitive advantage.**



### A 2-DAY TRANSFORMATIONAL WORKSHOP

Join international participants at our Partner Hotels:



**MANILA**  
26-27 March 2007  
Mandarin Oriental



**BANGKOK**  
29-30 March 2007  
Landmark Hotel



**HO CHI MINH CITY**  
2-3 April 2007  
Equatorial Hotel



# Unleash the Genius of Creativity & Innovation

## Overview from Dr. Peter Chee, the President and CEO of ITD Group

Creativity is a necessary pre-condition for innovation, for without creativity, there can be no sustainable innovation.

In a study conducted by IBM Business Consulting Services, 65% of the world's top corporate CEOs declared that due to pressures from competitive and market forces, they have to radically change their companies in order to survive and grow.

In driving this change, the study found that the CEOs are looking beyond growth through innovation in new products and services. They are increasingly focused on innovation in their business models and operations as key mechanisms for driving change. They seek out creative strategies that spell disruption to the competitive landscape.

Most corporations worldwide are facing a creativity crisis, according to the Harvard Business Review. In fact, leaders and CEOs around the world agree that fresh graduates and new employees do not meet their main requirements, which are creative thinking and innovation. To this effect, the London Business School recently announced that it was overhauling its MBA curriculum as a result of the global findings from CEOs. They were completely dissatisfied with the robotic thinking procedures of graduates.

President Vicente Fox of Mexico, at the 5th Annual United Nations Congress for Creativity and Innovation astutely commented that the 21st century is 'the century for the development of creativity and intellectual capital.' It is critical that those who are to survive must develop and hone their creative thinking skills.

In this groundbreaking 2-day workshop, Tony Buzan (owner of the world's highest creativity IQ) will introduce the 21st century Creative Thinking methods that will guarantee that your Creativity IQ will have increased tremendously by the end of the most stimulating and rewarding days spent in your life!

Unleash the genius of your creativity and innovation with Tony Buzan!

*Dr Peter Chee*

## A Personal Message from Tony Buzan

I am truly delighted to be presenting at the upcoming ITD-Mega Guru Event – *Unleash the Genius of Creativity and Innovation for a Competitive Edge*.

During this 2-day transformational workshop, I will share with you the secrets of using mind power to unleash fluency, flexibility and originality or thought that enables infinite creativity and innovation in your work and life.

Many people know the great importance of creativity in ensuring survival, competitive edge and success but very few know how to unleash this power that is within them. Great artists and geniuses like Leonardo Da Vinci, Thomas Edison, Picasso, Mozart, Charles Darwin and William Shakespeare were among the users of creative intelligence techniques.

By enhancing your creative intelligence, you will certainly see the improvement and rewards flowing into virtually all aspects of what you do professionally or personally.

It all begins with your brain, the core of your creative intelligence. You will love it once you know it. Improving your creative intelligence is one of the easiest, most fun and enjoyable tasks you can ever imagine!

I'm looking forward to the pleasure of meeting you and enabling you to unleash the genius of your creativity and innovation at this upcoming event.

*Tony Buzan*





## Who Must Attend

Any organization that requires its employees to create, innovate and solve problems should send executives and managers of all levels. Teams multiply The Creativity Effect.

Business and Government Leaders, Entrepreneurs, Designers, Artists, Scientists, Engineers and Inventors, Educators, Researchers, Trainers, Counselors, Coaches, Consultants, IT, HR, Finance, Sales, Marketing and Operations Professionals and adults who wish to unleash their genius of creativity and innovation for competitive edge and reach greater heights of success in work and life.

## Methodology

This is a lively, action packed workshop that requires active fun filled participant involvement. It gives you ample opportunity to practice new skills and techniques learned.

## PROGRAM OUTLINE Day 1

8.30am-9.00am  
Registration

9.00am-9.15am  
Opening Ceremony

9.15am-12.30 pm (There will be a tea-break from 10.30am-10.45am)

### MODULE 1

#### *Benchmarking Your Creativity*

Creativity games and exercises to establish your current level of creative thinking as compared to global norms.

Through this exploration, you will arrive at a new, comprehensive and meaningful definition of creativity.

### MODULE 2

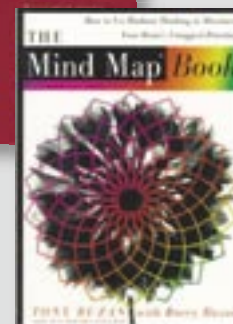
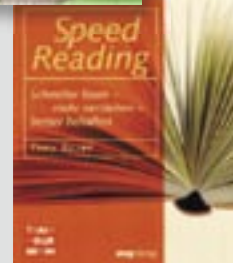
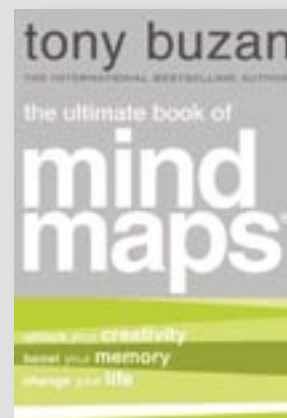
#### *The Explosive Nature of Thought*

- Linear versus lateral versus radiant thinking
- Competition with the best creative brains on the planet!

### MODULE 3

#### *The Left / Right Brain – A New Model for the new age!*

- State-of-the-art update. The current model of the left brain as 'academic' and the right brain as 'creative' is not only wrong, it is synergistically damaging. It is essential in this new 'Creative Age' at the beginning of the 21st century that all individuals within organizations are consciously aware of the fact that Creativity involves all elements of both sides of the brain.
- Busting these self-destructive misconceptions about the left and right brain: for example, the dangerous and Creativity-destroying false belief that the left is the 'academic / intellectual' side, and that the right is the 'artistic / creative' side.
- Combining the left and right cortical skills for greater Creativity, Productivity and Innovation.





# Unleash the Genius of Creativity & Innovation

## MODULE 4

### *The 'Creatives' Versus the 'Non-Creatives'*

Because of a gross misunderstanding of the nature of creativity, most companies now have 'creatives', those assigned to brainstorming and creative thinking groups. We have surveyed many major governments and corporations, and without exception the 'non-creatives' characterize the 'creatives' as: 'weird'; 'flaky'; 'airy-fairy'; 'dangerous'; 'irrelevant'; 'hippy'; 'head-in-the-clouds'; 'arty-farty'; 'irresponsible' and etc. The 'creatives' describe the 'non-creatives' as: 'dull'; 'boring'; 'straight'; 'grey'; 'suits'; 'conservative'; 'colorless'; 'dangerous'; 'dead' and etc.

- The creative class – defining the new 'creative'

12.30pm-1.30pm  
Networking Lunch

1.30pm-5.00pm (There will be a tea-break from 3.30pm-3.45pm)

## MODULE 5

### *Your Ultimate 'Association Machine' – the Human Brain*

Your Creative Intelligence is based on your ability to make Associations between many different thoughts and ideas. As with Flexibility and Originality, this is a Thinking skill that can be taught. In this module you will play many Creativity games. These games will act as 'gymnasiums for the mind,' increasing your Creative Thinking 'muscle' as you progress through the stages of each game.

## MODULE 6

### *Infinite Creativity - Mapping Your Mind with Mind Maps*

- Traditional brainstorming techniques - disadvantages.
- State-of-the-art brainstorming techniques - multiple advantages.

Using Mind Maps to:

- Increase creative and innovative output
- Brainstorm individually and in groups
- Think multi-laterally
- Transform creative thought into creative and innovative action

In this module you will play many mind map exercises and demonstrations.

## MODULE 7

### *Creative and Productivity – the Power of Volume and Speed*

Your Creative Productivity – the number or fluency of ideas you can generate in a given time – is a major factor in your Creative Intelligence. In this module the great creative geniuses of the past will act as your beacons guiding you to, minimally, double your Creative Thinking speed and output.

## MODULE 8

### *Two Creative Thinking Powerhouse Tools: Flexibility and Originality*

In this module you will be trained in the creative thinking formulas that inspired the great thinkers. You will learn to use a rich variety of creative strategies, to 'get into other people's shoes,' and to take traditional concepts and to rearrange them in new and exciting ways.

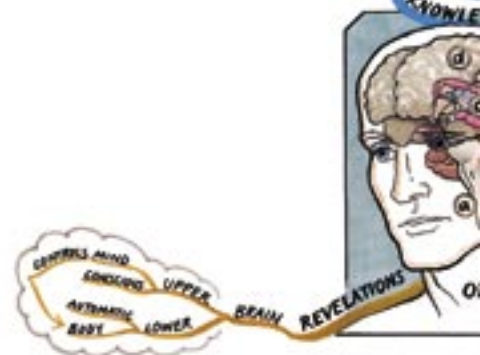
# PROGRAM OUTLINE Day 2

9.00am-12.30pm (There will be a tea-break from 10.30am-10.45am)

## MODULE 9

### *Unleashing the Artist Within You – You Can Draw*

Studies have shown that everyone is a natural artist. It is simply a matter of learning how. Similar studies have shown that once this artistic power is unleashed, all other aspects of creativity are improved. This session will demonstrate these points! Learn the 'Basic Alphabet of Art' and the techniques that both Michelangelo and Leonardo da Vinci used to develop both their own skills and the skills of their pupils.







# Unleash the Genius of Creativity & Innovation

## Description of Post-Course Creative Behavior

- A more positive and effective approach to any problem (and life!)
- A manifestly increased ability to use the power of Imagination in creative tasks
- A greater ability to communicate
- A greater empathy and understanding of others
- A boosted overall enthusiasm
- An enhanced ability to work creatively both alone and with teams
- An improved memory
- A greatly enhanced sense of humor and fun
- An improved awareness of both the woods and the trees – improved analytical and strategic thinking in the context of Creativity and Innovation
- A greater sense of group and personal identity and mental power (at least 20% of the course will focus on the development of group identity and making individuals more cohesive and creative as a group)

## More About Tony Buzan

Mind Power and Creativity guru, Tony Buzan, is a prize winning poet and founder of the Brain Trust Charity, The World Memory Championships and the World Championships of the Brain.

He is also the co-founder of the Mind Sports Olympiad and originator of the Mental Literacy concept. Over the last 30 years, Tony Buzan has become an international media star featuring in, presenting and co-producing many satellite broadcasts, television, video and radio programs, including the *Use Your Head* series (BBC), the *Open Mind* series (ITV) and the recent *In Search of Genius* series (BBC2).

Most of his teaching generally divides into general awareness of the extensive capabilities and capacities of the brain and its functions, memory skills, reading skills, Mind Map note-taking, creativity, and how brain functions can be improved over time.

To date, Tony Buzan has written over 90 books and many best sellers including *Mind Maps at Work: How to Be the Best at Your Job and Still Have Time to Play*, *The Power of Creative Intelligence*, *The Brainsmart Leader*, *Make the Most of Your Mind*, *Use Your Perfect Memory*, *Master Your Memory*, *The Speed Reading Book*, *Embracing Change*, *The Mind Map Book: How to Use Radiant Thinking to Maximize Your Brain's Untapped Potential*, *Buzan's Book Of Mental World Records*, *Brain Child*, *Use Your Head*, *Brain Sell: Harnessing the Selling Power of Your Whole Brain* and *Use Both Sides of Your Brain*.

His works have been published in over 125 countries and translated into 32 languages with millions copies sold and sales still growing at an astounding rate.

He has also lectured in over 73 countries to audiences ranging from kindergarten children to university graduates to Olympic athletes to senior executives of Fortune 500 companies.

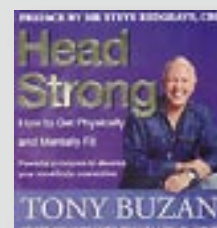
Tony Buzan also acts as a consultant to Olympic coaches, government agencies and multinational organizations such as IBM, Walt Disney, Barclays International, British Airways, BP, Hewlett Packard and General Motors, besides serving as an advisor to governments.

He is also the inventor of Mind Maps, a learning technique described as 'The Swiss Army Knife of the Brain,' and used by over 250 million people worldwide.



During his spare time, he reads, swims, writes poetry, listens to music, takes nature walks, practices Japanese martial arts, daydreams and dines with friends.

For more information on Tony Buzan, please go to [www.buzanworld.com](http://www.buzanworld.com)



## General Information:

1. Closing date for registration is 15 March 2007
2. The fees cover participation at the event, lunch, tea breaks, materials.
3. Replacements and representatives are allowed, however the fees paid are strictly non refundable.
4. In the event that any of the speaker/s have to cancel their attendance for reasons outside the control of the organizers, the organizers reserve the right to reschedule or make changes as they deem fit.
5. VAT, Bank commission and other bank charges must be borne by participants.

## Information for International Participants

1. Special hotel room rates have been arranged. For hotel booking forms and rates please email ITD centers or go to [www.itd.com.my/buzan/hotel](http://www.itd.com.my/buzan/hotel)
2. For optional tours you may contact our partner hotels directly for prior arrangement or upon arrival.

# INSTITUTE OF TRAINING AND DEVELOPMENT

Lighting the Way as the Leading Multinational HRD Corporation



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ITD was founded on a simple yet powerful vision of enabling organizational & HR development goals that enrich lives & create a better society.

ITD's roots can be traced back to 1984 when a group of visionary HRD experts established an institution, which quickly emerged as a leader in its field. ITD's mission then and now remains clear – To continuously excel as the leading multinational provider of superior quality & comprehensive organizational & HR development solutions in the Asia Pacific for national and regional building.

The dawn of the new millennium heralded a new phase of international expansion as the organization expanded its services and programs throughout the Asia Pacific Region. ITD Group's headquarters is based in Penang, Malaysia and it has centers spanning Malaysia, Thailand, Vietnam and Philippines.

ITD Group's six core activities include Business Education and Research; Corporate Training; Professional Competency Development; Business Coaching and Consulting; Mega Events and Conferences and Community Service and Networks. It offers programs ranging from short training to Certificate, Diploma, Bachelor, Masters and Doctoral courses.

In an increasingly globalized economy driven by knowledge, competency and innovation, ITD can be the people's crucial source of competitive advantage due to its ability to combine expertise and experience from its core expertise in various distinct areas. This portfolio synergy allows ITD to better meet the unique development needs of individuals and corporations and the community.

Over the years it has earned a sound reputation as a leading education, training HRD provider having successfully produced thousands of graduates and provided organizational and HR development solutions to a large number of clients throughout the Asian region. ITD's clients include many leading multinational and local corporations.

The Group's outstanding track record includes establishing itself as the most successful provider of Masters and Doctoral business education programs in the region.

ITD is an International HRD Award Winning Organization and has made its mark of excellence in the international HRD arena. It is the winner of the 2006-2007 ARTDO (Asian Regional Training and Development Organization) International HRD award. This highly prestigious international award is presented to the most qualified organization each year in recognition for outstanding contribution to international HRD.

As a clear distinction of ITD's commitment to quality and continuous improvement, the Group has attained the ISO 9001:2000 Certification for Global Provision of Training and Development. This simply means that ITD's quality management system is globally applicable and meets stringent international standards.

ITD Group is a multinational corporation with a societal oriented philosophy. It is actively involved in social and charitable work. The institute's Love Thy Nation Campaign has allocated sizeable funds to support the needy sections of respective national societies.

ITD's leaders have served as leaders of ARTDO International and have been actively involved in social HRD work. Established in 1974, ARTDO International is a non-profit professional umbrella body that brings together leading national HRD bodies, companies and individuals active in HRD work from over 30 countries around the world.

Ultimately, the ITD vision is all about people. The truly shared meaning behind ITD's torch goes beyond leadership and excellence, it about uplifting and bringing 'light' to people's lives and helping both individuals and organizations attain their aspirations. It is about fulfilling dreams of building a better and more peaceful tomorrow. This is the ITD passion and commitment – a pledge that people can count on.



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