

LASER THOUGHT™
TRAINING IN THE ROUND™

Leadership and Creative Problem Solving

Wednesday, 28 May 2008

HK PRIME 持續進修學院 
MA PROFESSIONAL INSTITUTE OF MANAGEMENT AND EDUCATION

THE HONG KONG
MANAGEMENT ASSOCIATION

EXECUTIVE LEADERSHIP PROGRAMMES

Leadership and Creative Problem Solving

Learn the art of generating innovative ideas and implementing successful business solutions

INTRODUCTION

Successful leaders are identified by their ability to command respect and loyalty and their ability to motivate and energise other people. Innovation and creativity is the key to solving long standing problems and gaining a competitive advantage. The common myth is that creativity belongs only to the gifted – this course demystifies the creative process. You will learn the principles and strategies for leading dynamic and innovative teams.

This one day workshop teaches participants the core principals for leading creative teams. Emphasis will be placed on participation in a programme aimed to generate new ideas, manage innovative teams and profit from creativity. We are all familiar with the rational and deductive scientific approach to problem-solving. In teaching the Creative Method, this workshop draws on years of experience in world-class creative production and an internationally recognised record of innovative, effective training.

METHODOLOGY

All Laser Thought™ Executive Programmes facilitated by Julian Simmonds utilize the renowned Training in the Round™ model. The workshop uses a combination of learning activities which include interactive exercises, experiential group presentations and improvisation. The workshop is in a laboratory atmosphere where participants will improve their communication skills and are encouraged to take risks in accomplishing a variety of tasks.

“The program provides what is essential for transforming a group of project participants into a high performance project team.”

**Karen McCague - Senior Vice President of Operations
DHA-Pangea Services Division**

OBJECTIVES

- Identify the essential skills for effective leaders
- Achieve intuitive insights and innovative approaches to problem solving
- Lead Creative and Innovative teams to reach real solutions
- Avoid common management mistakes that actually punish creativity
- Manage change and build trust

CONTENT

Developing you own communication strengths and resources

- Leadership and subordinate style theory
- Smarter ways to influence people
- Motivation and team building
- Effective decision-making
- Understanding preferred team roles
- Leading and delegating

Linear and Lateral problem-solving techniques

- Creative problem-solving skills
- Barriers to creativity
- Creating inspirational ideas
- Goal-setting and goal-getting
- Communicating and getting acceptance
- Problem solving in teams

The Creative Method Model

- **See** things differently – free from judgement and preconceptions
- **Play** with new ideas and different ways of thinking
- **Reflect** on the possibilities
- **Focus** on a compelling value proposition
- **Synthesise** and implement an innovative strategy

Identifying opportunities for innovation

- Blue Ocean Strategy
- Mind-mapping
- The Fishbone technique
- Creative Genius:
Dr. Yoshiro Nakamatsu

SEMINAR LEADERS



Julian Simmonds is an international marketing and joint venture consultant. During the last 25 years, Julian has focused on strategic communications and international alliance strategies involving launch plans, media presentations, conference and event planning for both the public and private sector. He has worked extensively in the USA, Hong Kong, China, Singapore, Japan, Vietnam and Australia.

Julian is Chairman of Palo Alto Media Group. The PAMG's Emmy Award-winning associates provide communications and media production, consulting and training services. As Chairman of the New Bristol Arts Centre, Julian was responsible for highly successful drama productions from 1981 to 1984. This role reflected his lifelong interest in the theatre, including writing, acting and directing.

The evolution and development of his experiential model, Training in the Round™ is based upon the power and energy found in the theatre. In 2006 Julian wrote and directed a theatre piece focusing on leadership and communication for an audience of entrepreneurs and academics at Oxford University. This included professional actors interacting with the audience incorporating music and singing which was filmed and projected live onto a split screen.

Julian is a specialist in running cross-cultural workshops on Leadership, Communication, Innovation and Creativity. Clients in 2007 include; Mazda, AON, Euroclear Bank, Teijin, Kuraray, Works Infrastructure, British Consulate-General and UK Trade & Investment. He is an adjunct professor at Stanford University, UC Santa Cruz, CSU East Bay, Oxford Brookes, Bristol University and the Hong Kong Management Association. More information is available online at: www.LaserThought.com

PAST PARTICIPATING COMPANIES

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Aviation Logistics
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The Hong Kong Jockey Club
Hong Kong Tourist Association
Hospital Authority
Li & Fung
Lovells
LSI Logic Hong Kong Ltd
MTR Corporation
Schenker International (H.K.) Ltd

DESIGNED FOR

Executives, Managers, Trainers,
Professional Coaches and Counselors

LANGUAGE MEDIUM

English

WORKSHOP MATERIALS

You will receive a copy of the course manual.

"The conference facilitator, Julian Simmonds, ensured that all staff participated with confidence and enthusiasm in group discussions and multiple presentations. Energy levels were high throughout the day, every voice was heard and staff took ownership and responsibility for improving communication across the region and networking as a team."

H E The Rt Hon Helen Liddell
British High Commissioner
Australia



DATE

Leadership and Creative Problem Solving

Wednesday, 28 May 2008

VENUE

The Hong Kong Management Association
1-6/F First Commercial Building
33-35 Leighton Road
Causeway Bay, Hong Kong
Tel: 2574 2238

TIME

9:00 am - 5:00 pm

FEES PER WORKSHOP

HKMA Members: HK\$2,800

Non-members: HK\$3,000

Early Bird Discount: HK\$200 each

(For those who enrol and pay one month before the course commencement date)

Group Discount: HK\$200 each

(For those companies which send a total of two OR more participants to this course and enrol at the same time)

(Lunch is provided with compliments.)

REGISTRATION

All interested parties are requested to complete the registration form and return it together with appropriate fee(s) to the Secretariat 10 days before the workshop. Reservations by fax (2365 1000) are welcome but are subject to confirmation by payment in full prior to programme commencement. For information on the workshop, please contact Ms Christine Choy or Mr S H So on 2774 8552/2774 8550. Successful applicants will be notified by telephone. No separate letter of acceptance will be issued. As space is limited, bookings will be on a first-come, first-served basis.



THE HONG KONG
MANAGEMENT ASSOCIATION

EXECUTIVE LEADERSHIP PROGRAMMES

To: Director General, The Hong Kong Management Association
Top Floor Unit M Phase III Kaiser Estate 11 Hok Yuen St Hung Hom KOWLOON
Tel: 2774 8552/2774 8550 Fax: 2365 1000

Please enrol me in the following workshop:

Leadership and Creative Problem Solving (AC-47301-2008-2-FC) 28 May 2008 (EB)

Enclosed is a crossed cheque for HK\$ _____ (made payable to The Hong Kong Management Association) for this function. Cheque No. _____

Name: Mr/Ms: _____

Preferred name to appear on the Certificate: _____

HKID Card No.: _____ HKMA Membership No.: _____

Position: _____ Company: _____

Address of Company: _____

Co. Telephone No.: _____ Fax No.(Office): _____ E-mail: _____

Where did you **FIRST** learn about this programme?

Email Promotion from HKMA Direct Mail by Post HKMA Website

MTR Station Display (Please specify): _____

Exhibition (Please specify): _____

Signature: _____ Date: _____ Fee paid by company self

- * **No refund** will be made after payment, but participants can arrange to have their places substituted for the same workshop should they be unable to attend the workshop.
- * Personal data will be used for the purposes of market research, programme development and direct mailing.
- * The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.