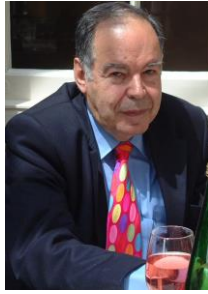


Creativity – Edward de Bono



There is no doubt that creativity is the most important human resource of all. Without creativity, there would be no progress, and we would be forever repeating the same patterns.

To be a creative thinker, you should be able to:

- **Generate ideas and explore possibilities.**
- **Ask questions to extend your thinking.**
- **Connect your own and others' ideas and experiences in inventive ways.**
- **Question your own and others' assumptions.**
- **Adapt ideas as circumstances change.**
- **Try out alternatives or new solutions and follow ideas through.**

Creativity – Edward de Bono



Creative thinking is not a talent, it is a skill that can be learnt. It empowers people by adding strength to their natural abilities which improves teamwork, productivity and where appropriate profits.