



MIN BASADUR

WORKSHOP - USING THE SIMPLEXITY THINKING SYSTEM

17 SEPTEMBER 2011, EVA HOTEL, FARO, 09:30-13:30

✦ ABSTRACT

People who work in organizations are constantly faced with complex, ill-structured problems and demands for change. This workshop builds skills in simplifying complexity and provides a language of innovation everyone can use for anticipating and proactively seeking out new opportunities and implementing creative solutions on the job. Simplexity Thinking emphasizes working with others in harmony to discover important opportunities for improvement in both products and procedures and creating and implementing practical new ideas. Participants learn how the Simplexity Thinking system can help them:

- Apply the Simplexity process and the creative thinking skills that drive it to deliver innovative results.
- Assess their own personal creative problem solving style and understand how to synchronize it with others
- Become an innovative 21st century leader no matter where they work in the organization and help others think "outside the box"
- Learn to design and execute effective meetings resulting in shared ownership and well-defined implementation plans.
- Help senior management teams co-create dynamic strategic plans with consensus and commitment to implement
- Move any team from frustrating "storming" to enjoyable "high performing".



✦ BIOGRAPHY

Dr. Min Basadur is Professor of Innovation in the Michael G. DeGroote School of Business at McMaster University and Founder of Basadur Applied Creativity. Dr. Basadur is a recognized world leader in the field of applied creativity with years of experience in building creative thinking, innovation and problem solving capabilities across organizations. He has helped numerous industry leaders, including Microsoft, Procter & Gamble, Frito-Lay, PepsiCo, Goodrich, IBM, Ford and Pfizer, to involve employees at every level in using their creativity to generate hundreds of millions of dollars in new revenues and cost savings. His work is noted for its applicability and scalability within organizations.

Educated in organizational psychology and engineering physics, Dr. Basadur began refining his insights about creative thinking and problem solving while leading teams developing new products and improving profitability at Procter & Gamble. Holder of three U.S patents, he created the award-winning Simplexity Thinking System with its unique set of interconnected tools. Today, Dr. Basadur and his associates work with clients engaged in a range of organizations including software, health care, microelectronics, telecommunications, finance, health, food and beverage, publishing, energy, retail, manufacturing, e-commerce and many others. He is an active member of numerous professional organizations, including the Academy of Management, the Society of Industrial and Organizational Psychology, the Professional Engineers of Ontario and the Creative Education Foundation.

✦ This workshop is an initiative of the Project CreaMed.

CreaMed is a transnational alliance of 11 partners from 8 countries aimed at fostering Creativity & Innovation in all Mediterranean regions at both public and private level, for ensuring regional Sustainable Development. The CreaMED Alliance encourages mutual policy learning, synergies and cooperation in order to constitute a framework for developing Regional Innovation Policies in the MED Area. The Project is co-financed by the European Regional Development Fund. More information about CreaMed at <http://www.creativity4med.eu/>

✦ CONTACTS/REGISTRATIONS:

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The workshop is co-organized within the ECCI XII - 12th European Conference on Creativity and Innovation. More at: <http://www.eaci.net/eccixii/>

