

Innovation 360 Institute announces sponsorship of Edward de Bono event in Doha, Qatar and Dubai, UAE

DUBAI, UNITED ARAB EMIRATES — October 2008 – Innovation 360 Institute has confirmed its sponsorship of the full-day event with the world's leading creative and lateral thinker, Edward de Bono, in Doha on November 4.

The Dubai-based training consultancy specializes in leadership development programs, as well as injecting innovation into corporations.

Kamal Hassan, Senior Executive Officer of the Innovation 360 Group, said: "Edward de Bono's learning and thinking tools have proven results in revolutionizing the way individuals and companies think – there is nobody to match him in business or education today.

"Some of his methods are so simple, yet highly practical and effective, but they all centre on the importance of imagination in business. Information will rarely give us a good idea, but using your imagination when examining data can turn an issue around.

"Most importantly, Dr de Bono can actually teach us how to be more imaginative. Our work at innovation 360 compliments Dr de Bono's inspirational vision and theory by applying methods and framework for executives looking to integrate innovation into their organization."

Dr de Bono's theory of lateral thinking was instrumental in a product revolution in the insurance industry two decades ago. Ron Barbaro, then president of Prudential Insurance Company, invented Living Benefits, where insurance companies make advance payments against life insurance when customers are diagnosed as terminally ill. This is now an industry standard worldwide.

He said: "In law and politics, energy is used up attacking the other side and there is no attempt to explore or develop new ideas. The lack of any constructive design thinking explains the unnecessarily brutal changeover from communism to 1920s Chicago style capitalism witnessed in Russia since 1991. How often does a politician or economist come up with a new idea?

"As an alternative to the democratic concept of one man, one vote, why not let one man have two votes? The first would be used as positive voting in favor of a candidate. The second, optional, could be used negatively. This could deter the action of extremists in some countries."

De Bono is regarded as the leading authority in the field of creative thinking, innovation and the direct teaching of thinking as a skill. He is equally renowned for his development of the Six Thinking Hats® technique and the Direct Attention Thinking Tools™ (D.A.T.T.™) framework.

He acts as advisor to governments and global organizations on the economy, unemployment, social policy, pensions, health care, finance, transportation, education, conflict resolution, and the justice systems.



Corporations to have benefited from his teachings include: ADNOC, Central Bank of Oman, Batelco, Boeing, British Telecom, Sanofi, Rolex, Siemens, 3M, Ericsson, General Motors, Nestle, Goldman Sachs, Ernst & Young, and many others.

Media partners for the event are Qatar Today and Al Youm, digital media partner for the event is Arabianbusiness.com, and online media partners are Nooz.com and Business Intelligence Middle East.

More about Global Leaders-- GLOBAL LEADERS has a proven track record of delivering unique content, through events with influential business and thought leaders in the field of leadership, strategic management and competitive strategy. Global Leaders has carried out communications programs and events for corporate and government decision-makers in the Middle East, European, Asia-Pacific and African regions.

The long line-up of thought leaders to have spoken at Global Leaders events in the last 12 months has included: CK Prahalad, Ken Blanchard, Dave Ulrich, Michael Porter, Scott Bedbury, Deepak Chopra, Steven Levitt, Malcolm Gladwell, Edward de Bono, Lynda Gratton, and Rowan Gibson. For more info visit www.globalleadersevents.com

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