



# Edward de Bono

Leading Authority in the Field of Creative and Conceptual Thinking



## CSA CELEBRITY SPEAKERS

Edward de Bono is widely regarded as the leading authority in the field of creative thinking, innovation and the direct teaching of thinking as a skill. He is the originator of the term Lateral Thinking which has an official entry in the Oxford English Dictionary and 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 was ranked in the Thinkers 50 2007, the global ranking business thinkers**

### In detail

He was the Chairman of the Council of Young Enterprise Europe which had a membership of 1,500,000 youngsters across Europe, Israel and Russia who set up mini-businesses whilst at school. He also established the World Centre for New Thinking which acts as a platform and channel to make visible New Thinking from any source. Edward acts as advisor to various Governments, cities, regional Governments and global organisations. He has written 70 books with translations into 40 languages and has been invited to lecture in 58 countries.

### What he offers you

The main appeal of Edward's work is its simplicity and practicality. His instructions in thinking have been sought by governments and corporations worldwide while his programmes for the teaching of thinking in schools are mandatory in some countries. He teaches his audiences that you can solve problems not by removing the cause, but by designing the way forward, even if the cause remains in place.

### How he presents

Edward individually prepares all presentations to be pertinent to people of all ages or occupation. A master craftsman of the spoken word, his message is succinct, deeply thought out and highly respected.

### Topics

- Growing a Creative Organisation
- The Lateral Approach
- Creating an Innovative Edge for your Organisation
- New Thinking for the New Millennium
- Learning Creativity

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

#### 2008

Six Frames

#### 2007

TacticsFree or Unfree?: Are Americans Really Free?H (Plus) A New Religion?: How to Live Your Life Positively Through Happiness, Humour, Help, Hope, Health

#### 2005

The Six Value Medals: The Essential Tool for Success in the 21st Century

#### 2004

How to Have a Beautiful Mind

#### 1999

New Thinking for the New Millennium

#### 1998

Simplicity

#### 1994

Parallel Thinking: From Socratic to De Bono Thinking

#### 1993

Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas