



## Salum International Resources, Inc.

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Carlos Salum, President

### Course: “Creative Thinking Tools”



Based on the thinking tools developed by Dr. Edward de Bono, Dudley Lynch, NLP, Visualization, Relaxation, Humor and Journaling techniques, this course is designed for the corporate executive who wants to create value beyond normal exploratory paths.

This comprehensive course will provide you with a systematic approach to excel at problem solving, innovation and adding value to existing products and services to generate outstanding revenues. You will understand how you think by using **The BrainMap** and other extremely useful tools developed by Brain Technologies Corporation.

The tools of creative thinking are simply various combinations of practical ways to focus attention, escape the current reality and continue mental movement. After understanding these three basic principles, we can adapt techniques to suit various needs, situations and personalities.

#### Attention

All methods for creative thinking require that we do something to focus attention; typically something that we have not focused much attention on before. By focusing attention on things that are normally taken for granted, creative thinking techniques prepare our minds for breakthroughs.

#### Escape

The second principle calls us to mentally escape our current patterns of thinking. Edward de Bono suggests that we use the "PO" tool to signal our intention to make a statement of mental escape (PO = Provocative Operation). The introduction of a disruption in the thinking process allows you to consider alternatives for the appropriate use or configuration of an existing idea.

#### Movement

Simply paying attention to something and escaping current thinking on it is not always sufficient to generate creative ideas. The natural mental processes of judgment tend to reject new thoughts as not productive or too ridiculous to dwell on. Movement -- the third underlying principle behind the diverse tools of creative thinking -- calls us to keep exploring and connecting our thoughts.

Some of the thinking tools studied during the course are: **BrainMap - PMI - Six Thinking Hats - Trigger Questions - Problem Analysis - Random Word - Forced Analogy - Mind Map - NLP Tools - Wave Change - Storyboarding** and many others.

#### Course Duration

Two or Three Days (8 hours per day)

### Who Should Attend

Management executives and anyone in the corporation aiming to master creativity and innovation using the most effective, systematic approach available today

## Course: “Beyond Personal Best”



**This course is for business people and leaders attracted to self-developmental ideas and materials, individuals attracted to cutting-edge scientific and philosophical ideas. The cutting-edge thinking exposed in this course makes it attractive to the "forever exploratory" mind, for readers of studies of the mind, and for those who believe the world can be a better place and want to be part of the solution.**

Beyond Your Personal Best teaches leading-edge ideas and findings in such frontier sciences as evolutionary psychology and biology, brain research, game theory and theory of moves, complex adaptive systems, non-linear dynamics and numerous other post-postmodern fields of inquiry.

Dudley Lynch, president of Brain Technologies Corporation, is often viewed as the leading popular interpreter of Dr. Clare Graves and his Gravesian conceptual model of how the people work within the worlds of society, culture and technology. Mr. Lynch has written more books on Graves' ideas and models than anyone else, and no one's Gravesian books have enjoyed more marketplace success. According to Lynch, Dr. Graves said there was a vast, open-ended developmental space for us humans out beyond the pinnacle of Maslow's famed "peak performance," the end point on his pyramid of human needs, that was as immense as the cosmos in our brains. Graves went further: he said his research data had captured almost the precise moment that some of the first "homo sapiens" managed to "rewire" their brain, to reprogram themselves, and move on into this New Universe of Effective Possibility, this new kind of self.

During the course, you will work with extraordinarily useful "brainware" tools such as **The BrainMap, mCircle, MindMaker Plus and PathPrimer.**

You will also receive a copy of **AssetReport**, a 100-page-plus personalized "book of you" custom-crafted for you from more than 12,000 descriptive and self-guiding items based on your responses to a simple one-page self-appraisal that typically requires less than ten minutes to complete (an online version is available as well). All the tools have been developed by Brain Technologies Corporation.

### Course Duration

Two or Three Days (8 hours per day)

### Who Should Attend

Any person of any background, culture, educational history or slate of personal experiences who wants to the opportunity to take the fullest advantage of a unique, astonishing development in the human experiment.

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For more information on Salum International Resources, please visit [www.saluminternational.com](http://www.saluminternational.com)