

18 - 19 September 2003, Grand Hyatt Singapore

Organised by:

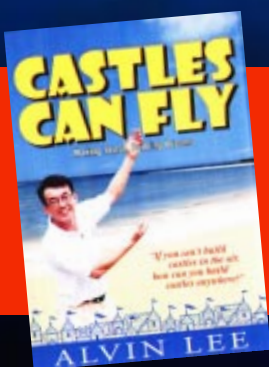
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BEYOND- THE-BOX™

For the Public Sector



Developing a Holistic and Practical
Framework for Building a Creative and
Innovative Culture in Public Service



Workshop Leader:

Alvin Lee

Business Innovation Consultant of Beautiful Minds

Author of "Castles Can Fly",

An inspiration true-life story about practical creativity and innovation



Why This Workshop

All organisations, public or private sector, seek to improve productivity and efficiencies in their systems. Public service sector, of distinct character and personality, requires special differentiation and in-depth understanding in order to recognise the kind of innovation culture it wants to adopt.

After all, creativity and innovation is often associated with chaos, randomness, “against-the-grain” attitude and many other “deviant” concepts, while the public sector takes pride in order, efficiencies, standards and many other “compliance” concepts. So, are the two subject matters in conflict?

The answer is an outright **“NO, they are not in conflict”**. They are, in fact, the two sides of the same coin and that coin is “To provide a better service to the customer, the Public.”

This practical workshop will establish a mental framework with the objective to provide:

- Personal self-development and growth in the area of creativity;
- Sources of creativity;
- Motivation and inspiration in overcoming personal “mind blocks”;
- Small group structure with practical innovation process implementation;
- Components of a successful innovation team;
- Organisation with ideas to promote a creative and innovative culture;
- Essence of an innovative corporate culture.

Dear Executive,

Do you often have the feeling that you have an enormous potential to contribute your creativity and innovativeness to your organisation, yet somewhat feel so stifled when faced with the environment around you?

What would you do when you have that fleeting moment of “Aha” enlightenment to provide answers to your department’s problems, but somehow lack the confidence and perseverance to even suggest to your colleagues and immediate superior?

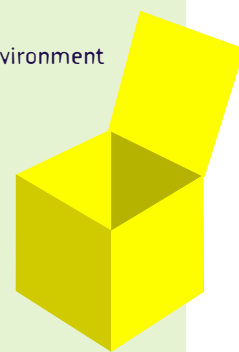
Would you prefer practical and relevant concepts for easy implementation rather than “intelligent-sounding” models with esoteric theories that bear no relevance to your organisation?

Are you the type who prefers solutions that go straight to the butt of problems, while acknowledging the current environment and yet lack the confidence to continue navigation into uncharted waters to achieve results?

Would you prefer to learn from hard-won experienced do-er or textbook academics?

In short, are you ready for action?

This high energy workshop contains practical “Learning-to-Learn” methodologies and techniques through intensive group activities, insightful case studies and enlightening exercises.



Benefits of Attending

At the end of the workshop, you will understand and learn how to:

- Understand the cycles of creativity and innovation;
- Draw out your personal latent potential in creativity and innovation;
- Harvest from an enormous pool of creative ideas;
- Establish a mental navigation system that guides an idea through to final utilisation;
- Inspire your peers and staff to higher levels of achievement;
- Adopt hardy mindsets that overcome all objections without compromising personal principles;
- Implement practical steps into long-term action plans.

Who Should Attend

Executives of all levels, Managers, Directors, Team Leaders, Heads and General Managers of:

Human Resource Development • Training • Research and Development • Systems Management • Process Integration • Project Management • Psychology • Corporate Development • Strategy • External Relations • Marketing Communication • Community Development • Technology

Programme Schedule

Registration: 08:30 – 09:00 hours
Workshop: 09:00 – 17:00 hours

Luncheon, morning and afternoon tea-breaks will be provided for during the workshop.

Mode Of Workshop

Participants are required to bring along the following to the workshop:

5 magazines and 2 small interesting items for the workshop.

Small groups of 6 will be formed for discussion and presentation on solutions.

The greatest value of the workshop is the vigorous refinement process of the solutions presented. Through this process, the participants can really grasp the “essence” of the creativity and innovation process.

Come prepared to have your mind jolted into some serious “re-alignment” about creativity and innovation!

BEYOND-THE-BOX™

For the Public Sector

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Leonardo Da Vinci's 7 Basic Principles of Creativity

- A reference model framework for basic understanding

Beautiful Minds

- A holistic approach in personal development to free the mind.
- Inspirational cases studies of real-life creativity process and proven innovation
 - Beachworks, 3M, Trevor Bayliss's Wind-up radio, Xerox, K'nex and many others

Beyond-The-Box™

- Understanding and developing the solution-based attitude and behavioural pattern

1 Brain and 2 Minds

- Basic understanding of the 2 minds in our brain and the integration of them.

3 Areas and 2 Ends

- Understanding the different major application areas and the different mindset required when operating in 2 different modes.

The Innovation Cycle

- Seeing Differently - Perception and perspective
- Thinking Differently - Integration of 2 minds
- Feeling Differently - Developing sense and sensibility
- Doing Differently - Application and action

7 Tools from the Creativity Tool Kit

- Practical methodologies and techniques for idea generation, problems re-framing, solutions-based learning.

"Learning-to-Learn" Organisation

- Moving from "Cross-pollination" and "translation" of knowledge, experience and personal interest into application within the organisation.

7 Roles of the Creative Teamwork

- The importance of different personality in a creative team.

7 Case Studies of Different Corporate Culture of Innovation

- By studying the different model types, it will provide insight for you to develop and refine a suitable innovation culture for your own organisation.

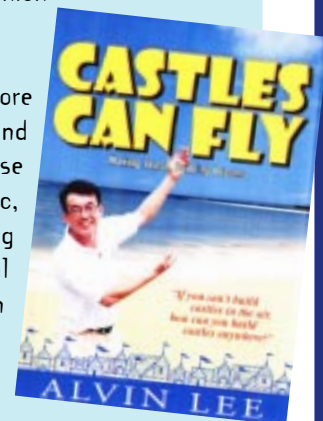
About your Workshop Leader

Alvin Lee attributes his thoughts and beliefs on creativity and innovation to his Production Engineering diploma from Singapore Polytechnic, his Industrial Engineering degree from University of Newcastle, Australia and his manufacturing experience of more than 10 years. He honed his hands-on practical approach at Seagate Technologies International and Thomson Multi-Media, where he served as Industrial Engineer and Product Manager, respectively.

"The systematic engineering approach to problem-solving and endless pursuit to bringing great products and services to the customers has to be a *hands-on head-on and heart-on experience*, all at the same time."... Alvin Lee

His MBA education from Brunel Henley program (U.K.) supplemented the business perspective. The application was put into practice as General Manager of Blaupunkt TV factory in Jakarta, Indonesia; Assistant Vice-President, Ranoda Electronics, a US manufacturer of specialty connector based in Colorado, USA; Production Director for Pico Art International, Global exhibition, based in Beijing; and CEO of Kenrich e-Distributor, an internet start-up with 3Fusion, providing e-cataloguing and e-distribution platform for the Asian retail industries. And not forgetting the creation of Beachworks which Alvin has brought into the US market.

He spoke as keynote speaker for Singapore Polytechnic Convention on Creativity and Innovation in 2003. His many in-house workshops include: Singapore Polytechnic, Ngee Ann Polytechnic, Ong Teng Cheong Institute of Labour Studies, National Library Board, Ministry of Education including teaching staff at primary and secondary schools.



Hear What Others Have to Say about Alvin's Workshops

"Alvin is an excellent trainer. I now know that most ideas are not new, but not many people take the trouble to implement them. Bravo, Alvin!"

- Senior Manager, National Library Board

"Alvin's strength is in his personal example living out the principles he espouses. His workshop charges our energies level to a new high as we opened our hearts and minds through his humorous and entertaining story-telling style."

- Director, Ministry of Education

"The greatest value of Alvin's workshop is its pragmatic and practical style to help us find solutions instead of dwelling on problems. We had more than just results. Well done, Alvin!"

- Director, Singapore Polytechnic

"Very Inspiring, nothing is impossible!"

- Head of Department, Mayflower Primary School

Our Upcoming Training Programmes

Workshop	Date	Country
*Resilience Mapping™ (Outdoor Experiential Learning) <i>How to Increase your Resilience in the Face of Adversity</i>	14 - 15 August 2003	Malaysia
*Common Sense Project Management® for the Public Sector	25 - 26 August 2003	Singapore
*Office Organisation Management for Government Officers	25 August 2003	Singapore
Vision and Values as a Strategic Tool	26 August 2003	Singapore
Managerial Magic™	8 - 9 September 2003	Malaysia
Facilimagic™	10 - 11 September 2003	Malaysia
*Eco-Mapping™ (Outdoor Experiential Learning) <i>Enhancing Intrapersonal, Interpersonal and Organisational Performance</i>	11 - 12 September 2003	Malaysia
Secrets of Achieving Superior Service™ with Ron Kaufman <i>Discover how You can Grow your Business Even in Challenging Times</i>	30 September 2003	Singapore
*Market Simulation Game	September 2003	Singapore
*7 Steps to Powerful Presentation	3 October 2003	Singapore
	16 October 2003	Malaysia
*Corporate Governance Workshop	6 - 7 October 2003	Singapore
Fight Fat and Stress	7 October 2003	Singapore
*Managing Maintenance Shutdowns, Turnarounds and Outages	6 - 7 October 2003	Singapore
	9 - 10 October 2003	Thailand
	13 - 14 October 2003	Malaysia
*Managing Crisis with Strategic Communication	6 - 7 October 2003	Singapore
	9 - 10 October 2003	Thailand
	13 - 14 October 2003	Malaysia
*Transform your Business Writing Skills	9 October 2003	Thailand
	13 October 2003	Malaysia
*Speak to Win	10 October 2003	Thailand
	14 October 2003	Malaysia
*Dealing with Difficult People	13 October 2003	Malaysia
	16 October 2003	Singapore
*Creative Problem Solving	14 October 2003	Malaysia
	17 October 2003	Singapore
*Scenario Planning <i>Preparing and Strategising for the Future in Uncertain Times</i>	13 - 14 October 2003	Malaysia
	16 - 17 October 2003	Singapore
*The Buzz!!!: Delivering Outstanding Customer Service in Asia	13 - 14 October 2003	Malaysia
	16 - 17 October 2003	Hong Kong

* All participants will receive certificates upon completion of training.

We also run Six Sigma Black Belt training courses.

For enquiries, please contact PARTNERS Conference & Event Management Pte Ltd at:

Email: enquiries@partners-conference.com Tel: (65) 6786 7363 Fax: (65) 6786 3282

Registration Form

Closing Date of Registration - 25 August 2003

Beyond-The-Box™ For the Public Sector

S\$799 Nett per person

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(Team discount is available for a team of 3 or more delegates)

YES! Please register me / us:

Name of Delegates	Designation	Email
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

Approving Manager

Name: _____ Designation: _____ Email: _____

Organisation: _____ Address: _____

Postal Code: _____ Country: _____ Tel: _____ Fax: _____

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