



DR EDWARD  
de BONO  
**LIVE**  
AND IN PERSON

Thursday 14 October 2010  
Old Mutual Business School  
**Cape Town**  
Call us on 011 463 9898

"You can do no better than to attend a de Bono Seminar."

Tom Peters

"An inspiring man with brilliant ideas. De Bono NEVER ceases to amaze me with his clarity of thought."

Sir Richard Branson

IN PARTNERSHIP WITH



THE PROGRESS  
CONFERENCE

WITH

*Edward de Bono*

The Evolution  
of THINKING

FROM GREATEST THINKERS  
TO FUTURE THINKERS

[www.theprogessconference.com](http://www.theprogessconference.com)

## What past delegates have to say:

"The best I have encountered"  
"2nd Time around - just as valuable as the first."  
"A great session. I love his low key approach, his examples and anecdotes, his clarity and vision."

Trevor Watkins | Partner  
BASE SOFTWARE

"Stirred the thinking process"  
"Brilliant presenter & getting audience to take part"  
"Great. Really enjoyed it"

Pollyann Boy | MCCORMICK SA  
Technical Director

"Found it very stimulating."  
"Very clear and easy to follow"

Prof Myrna Macheff | UNISA  
Chair of Department

"Most mind-expanding course"

Martin Suchecki | It Analyst  
BANKSERV

"Overall wonderful presentation, audible, sound and impressive."

Pinkie Phaahla | UNISA  
Senior Lecturer

"The course is brilliant. To discover how you can develop innovation capability is a great discovery."

Litha Geza | GM: OD  
OFFICE OF THE PREMIER EC

"Very stimulating"

Johannes Basson | MCCAIN  
Agriculture Ops Manager

"An enjoyable, interesting day"

Anton Rennison | Strategist  
BANKSERV

## Event Programme

08h30 Registration and Early Morning Refreshments

09h30 Welcome Address

### 09h45 Keynote Address

- Grant Pattison, Group C.E.O - Massmart

Essential Strategic Decisions for South African Organisations

### 10h15 - Pearl Mposhe, Group HR Executive, Massmart

Developing Thinking as a Core Business Competence

How Massmart is entrenching sound thinking practices and competent decision making at all levels in the organisation

*Peter Drucker highlights that "companies who assume decision making is only done at senior level are making a dangerous mistake. Apparently "low level" decisions are extremely important in your organisation. Making good decisions is a crucial skill at every level in your organisation. It needs to be taught explicitly to everyone"*

### 10h45 Mid Morning Refreshments

Register and Pay by 09 September and you will receive a FREE Moleskin notepad Valued at R 150.00!

## Session One

### 11h15 Conversations with Dr Edward de Bono

Anticipate a provocative discussion with Dr de Bono as Nicola Tyler is not afraid to take on and challenge the mind of the world's greatest thinker

*"Competence is becoming a commodity. Information is becoming a commodity. State of the Art Technology is becoming a commodity. So what is going to differentiate businesses? How are these commodities to be planned to deliver value? That means DESIGN. That means CREATIVITY. That means new IDEAS. Thinking is going to become more important in business than ever before."*

- Dr Edward de Bono

## Philosophy of Thinking

Understanding how people think gives you the essential catalyst to out think, out manoeuvre and out plan your competitors.

## The Greatest Thinkers

The Greatest Thinkers and how they evolved their thinking techniques to achieve GREATNESS.

## The Impact of Technology on Thinking

What impact has technology had on our thinking methodology and what can we anticipate into the future.

## Contact us

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## Facilitator: Nicola Tyler

Nicola will put forward some of businesses and indeed your most pressing questions to Dr de Bono who will demonstrate the thinking process required to achieve the optimal solutions. Nicola is widely considered South Africa's foremost Lateral Thinker and Communicator. She consults to CEO's and strategy teams of South Africa's leading blue chip companies.

12h45 Lunch

## Session Two

13h45 Conversations with Edward de Bono

### What's NEXT? How do we PROGRESS?

Translate thinking methodology into sustainable solutions and add new thinking methods essential to change in the future. To progress is to advance, improve and develop. In order to do all of these we need to THINK differently.

*"If you do not design your future, someone or something else will design it for you. The past is not a sufficient blue print for the future. You can analyse the past but you have to design the future. Most corporations could double their profits with a good idea."*

- Dr Edward de Bono

15h15 Afternoon Refreshments

15h45 Closing Keynote:  
**Andrew Le Roux GM Finance, Risk and Customer Solutions**  
**OLD MUTUAL RETAIL MASS MARKET**

How new ideas are shaping our nation and the next steps for South Africa. Essential business sector contributions in shaping our future: Leverage new thinking and action to achieve powerful results in your organisation.

16h30 Close of Conference & Cocktail Reception

## Companies that have participated in his seminars and apply Dr Edward de Bono's Methods:

3M  
ABB  
ABSA BANK  
ALPS ELECTRIC  
AMERICAN EXPRESS  
ASTRA ZENECA  
BANK OF BAHRAIN  
BOEING  
BOSCH  
BRITISH GOVERNMENT  
CADIZ ASSET MANAGEMENT  
CHANNEL 4 TELEVISION  
COCA COLA  
COMPAQ  
DE BEERS  
DUBAI WORLD TRADE CENTRE  
DU PONT  
ELECTROLUX  
EMERSON SCROLL COMPRESSORS  
ERICSSON  
ERIE REGIONAL CHAMBER & GROWTH PARTNERSHIP  
ERNST & YOUNG  
EXXON  
GIJIMA  
HEWLETT PACKARD  
IBM  
JP MORGAN  
JOHNSON & JOHNSON  
KEMIN INDUSTRIES  
KEVLAR  
KRAFT  
LOREAL  
MANGANESE METAL COMPANY  
MASSMART  
MASTERCARD  
MC DONALDS  
MDS SCIEX  
MERC  
MICROSOFT  
MOBIFON-CONNEX  
MOTOROLA  
NESTLE  
NOKIA  
OLD MUTAL  
PEPSI  
PRUDENTIAL  
QATAR FOUNDATION  
REQALL  
ROLEX  
SANFO AVENTIS  
SAP  
SHELL  
SIEMENS  
SONY  
STANDARD BANK  
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