

THE 4 LENSES OF INNOVATION

Facilitated by **Dr. Sunil Gupta**

Location: **Online** | Date: **Mar 25, 2021** | Timings: **10:00 am to 01:00 pm**

PROGRAM OVERVIEW

Rowan Gibson, author of *Innovation to the Core*, suggests that you can change how you see even ordinary things. Gibson proposes a system of innovation that incorporates various models of the human brain. He provides a broadly applicable set of tools to help you innovate and lead better by using four points of view or lenses:



COURSE CONTENT

- Inspire innovation using the lens of “challenging orthodoxies” to overturn old beliefs.
- Seek fresh strategies by “harnessing trends” as signals of upcoming change.
- The lens of “leveraging resources” helps you innovate with the knowledge and materials you already have. How to use your people and other resources effectively?
- Look through the lens of “understanding needs” to see what your customers want and to provide it, even if they don’t know what they want until you offer it.

WHO SHOULD ATTEND?

For everyone, at all levels.



TAKEAWAYS

- Patterns organize your understanding of the world. They can also limit your thinking. The session helps you in challenging your patterns.
- Anyone can produce ideas to relook at current business and nurture a growth mindset. The session puts you on the track.
- Challenge current business process and trends and search for better ways to do business. The session offers 4 ways to do so.

BENEFITS AND OUTCOME

- Have a growth mindset
- Go beyond the obvious to discover effective alternate solutions.
- Spot opportunities where others see only problems.
- View problems from new and unusual angles
- Keep egos and “turf protection” in check.
- Implement easy-to-use tools to generate alternate solutions.

FACILITATOR PROFILE

Dr. Sunil Gupta is one of the most engaging, provocative and influential thinkers and teachers on innovation and thinking. He is the Lifetime, Master Trainer, Dr. Edward de Bono Creativity Tools. He has inspired and empowered millions of professionals across the globe to think better, innovate faster and live brilliantly. Dr. Sunil Gupta has 38 years of Academic, Industry, Training and Consulting experience in 40 countries; working with cultural diversities (81 nationalities).



TERMS AND CONDITIONS

Payment: The organizers reserve the right to refuse admission unless proof of payment is received by our office prior to the event.

Cancellation Policy: For cancellations made in the 7 working days to the event, no refunds will be given. Cancellations must be confirmed by email. Substitutions may be made at least 2 days before the event.

Investment:

For 1-4 Participants: **PKR.10,000/-*** per participant

For 5+ Participants: **PKR.8,000/-*** per participant

** plus Sales Tax*

For registration and more information:

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