



Do you ever get that 'there-must-be-a better-way-of-doing-this' feeling?

Most of us do, which raises another question. Why are things so often done badly?

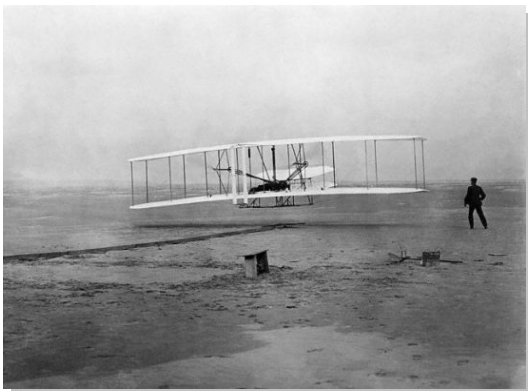
There are lots of answers to that question, but they all come down to one thing: how we think about something determines how good we are at doing it. If we think badly, we'll do things badly. But when we think well, we can change the world.

Here's an example. Early in the last century two bicycle shop repair owners went to Kittyhawk, USA, for their annual trip to the beach. On 12th December 1903 they achieved something amazing: the first powered flight. Now, only just over 100 years later, we regularly hop onto the astonishingly more advanced descendents of their invention with barely a thought for Orville and Wilbur Wright.



How did they do it? Mostly they thought and worked very hard. They learned from all their predecessors. And they came up with one brilliant, world beating idea – you can find out what it was at our website.

..think clearly and
creatively and turn
ideas into results..



We can't promise to help you invent something as amazing as the Wright Brothers' breakthrough (that's been done). But if you want to learn how to think clearly and creatively and turn ideas into results, we have years of experience of working with large organisations, community groups and small businesses to help them turn ideas into reality.

..improve how you do anything..

We're now launching a one-day workshop for anyone – from private individuals with a small business idea through to members of community groups and employees of organisations – who wants to learn how to use the Mindworks Approach. The approach is based around a simple yet powerful nine step process. For just £100 including VAT you'll get a day of coaching, a copy of the Mindworks Approach Starter Pack, and web based follow-up support. Lunch and all refreshments are also included in the price.

Visit our website to find out more and to book places. Payments can be made by credit card online or by cheque. Please see the other side of this information sheet for an overview of the Mindworks Approach and the workshop.

'If you want to teach people a new way of thinking, don't bother trying to teach them. Instead, give them a tool, the use of which will lead them to new ways of thinking.' Buckminster Fuller

www.mindworksonline.com

The Mindworks Approach One Day Workshop – Overview

<p>What is the Mindworks Approach?</p> <ul style="list-style-type: none"> ■ A process for developing ideas and implementing change ■ Tried and tested: used by thousands of people in organisations around the world ■ Improves productivity and completeness of thinking by providing a simple structure ■ Can be used with a wide range of other tools and techniques 	<p>How can it be used?</p> <ul style="list-style-type: none"> ■ Improving existing organisations ■ Developing new ones, including businesses, clubs and charities ■ Planning projects, developing strategies and action plans ■ Providing a structure for workshops and meetings ■ Personal 'life planning' ■ Developing business cases ■ Team building
<p>Underlying Ideas</p> <ul style="list-style-type: none"> ■ <i>Systems thinking</i> - understanding how things connect ■ <i>Innovation</i> - generating and implementing productive ideas ■ <i>Combining</i> different kinds of thinking in a single process ■ <i>Repeating</i> a simple process to develop detail and deal with complexity 	<p>Key Steps</p> <ul style="list-style-type: none"> ■ Identifying different groups and thinking about their needs ■ Separating <i>What</i> from <i>How</i> ■ Generating new hows ■ Visualising the future ■ Identifying bridges and barriers ■ Generating action plans ■ Implementing and evaluating
<p>What will I learn?</p> <p>How to:</p> <ul style="list-style-type: none"> ■ apply the approach to any organised activity ■ switch between learning styles ■ maximise idea generation ■ avoid using management jargon ■ deal with complex and simple situations ■ use the approach with other tools ■ turn ideas into practical action ■ keep track of and build on ideas 	<p>Workshop overview</p> <p>Morning</p> <ul style="list-style-type: none"> ■ 150,000 years of thinking ■ The learning cycle and how to ride it ■ Nine steps, step by step ■ Group work on a live example ■ Getting the most from the approach <p>Afternoon</p> <ul style="list-style-type: none"> ■ Work on real issues in small groups ■ Additional tools and techniques ■ Post-workshop planning ■ Web based support arrangements ■ Plenary and evaluation
<p>Participants receive a Mindworks Approach Starter Pack which includes: a laminated guide to the approach and worked example on a single card, technique cards, a CD-ROM containing printable material and presentations and three <i>Mindworks Meeting Cards</i> which enable productive discussion.</p> <p>We also provide bespoke one-day to three-day workshops for organisations and teams and training for coaches to enable them to help others to use the Mindworks Approach.</p> <p>Email us via mail@mindworksonline.com or phone our Skype voicemail line +44 (0) 208 133 3423</p>	

For every complex problem there is an answer that is clear, simple, and wrong.
H L Mencken

