



WORLD RENOWNED THINKER IN YUMA

The City of Yuma is proud to welcome Dr. Edward de Bono to our great city on Monday, May 1st, 2006



Dr. de Bono authored the internationally known 'Six Thinking Hats,' an innovative approach to creative thinking which is employed by the City of Yuma and many other interests within the public and private sectors.

Dr. de Bono will meet with students, city staff and the citizenry at large on Monday, May 1st. He's scheduled to host a Student Summit at Yuma High School which will focus on 'The Importance of Thinking and Planning your Future'. This event will be followed by the "Master Thinking Meeting" and the City Council Roundtable at City Hall. The free 'Community Forum' is scheduled for 6:30 pm – 8:00 pm at the Historic Yuma Theater, 255 South Main Street.

City Administrator Mark Watson says de Bono will provide a new view on thinking. "We are encouraging our community to attend this forum which promises to be a thoughtful exchange of ideas and new approach to thinking about our future as a community. Six Thinking Hats will demonstrate how we can, together, tackle complicated and divisive community issues in a creative rather than critical way."

Meantime, Dr. de Bono, Rhodes Scholar, Oxford grad and medical doctor says "I find Yuma a perfect place to apply thinking for new ideas. The community is working hard to re-invent itself, but much of the attention is on analyzing statistics and researching the best ideas that have already been tried in other communities. These are important bases to cover, but in the end, Yuma's best way forward is to create competitive advantages not available anywhere else. This kind of thinking requires breaking out of traditional patterns and going where no else has thought to go."

Yuma's Strategic Communications Manager Greg Hyland says the Six Thinking Hats training works. "You learn a better way to approach and resolve problems, to think creatively rather than critically. Each of the six hats represents a different direction of thinking. Having Dr. de Bono in Yuma is a fantastic opportunity for our residents to come together and think about the future of our area."

The City has embraced the de Bono philosophy and has begun training its workforces and members of the community on the lateral thinking process. Nearly 100 Yuma residents



have completed the program which will produce over 500 "Master Thinkers" over the next half-decade.

Innovate America: Is an initiative started by the President of the United States. The City of Yuma Answers this Call by Engaging the Father of Creative Thinking, Dr. Edward de Bono, to help design value for their citizens

“Cities that meet the challenge of change, and embrace change and innovation, will dominate in the coming years. Yuma is ahead of others in building the capacity to innovate, through its Master Thinker’s program. It has already moved from the “what is” to the “what can be” thinking that is needed for the future.”

Edward de Bono, Rhodes Scholar, Oxford grad, medical doctor and tireless proponent of constructive thinking methods, will meet with community leaders, students and master thinkers in Yuma, AZ on April 30 – May 1, 2006. “I find Yuma a perfect place to apply thinking for new ideas,” Dr. de Bono said. “The community is working hard to re-invent itself, but much of the attention is on analyzing statistics and researching the best ideas that have already been tried in other communities. These are important bases to cover, but in the end, Yuma’s best way forward is to create competitive advantages not available *anywhere else*. This kind of thinking requires breaking out of traditional patterns and going where no one else has thought to go.”

Dr. Edward de Bono recognized as one of the top 50 most important and influential business thinkers in the world, has been a speaker and consultant of choice for organizations and governments worldwide on the topic of creative thinking and innovation. He has developed thinking skills and techniques for everyone from children to corporate executives to Nobel Prize laureates.

Dr. de Bono’s medical research led him to conclude that creative thinking skills can be learned by anyone. He has written more than 68 books and developed training programs on the topics of creativity, thinking skills and innovation. Dr. de Bono has consulted with world leaders, including the President of India. More than 500,000 business people worldwide have participated in these proven programs – including employees from IBM, Shell, Motorola and M&M Mars.

“Dr. de Bono’s methodology is being used in many ways within the Yuma community. Yuma is striving to become better at everything we do by learning and then applying innovative thinking to our practices, processes and services. We are still in the early stages of applying our thinking skills but are already reaping nice rewards.” – Mark Watson, City Administrator, City of Yuma



Edward de Bono, M.D., Ph.D.

- Recognized as one of the world's top 50 most important and influential business thinkers
- Author of over 68 books on changing the way the world thinks
- Rhodes Scholar
- Medical Doctor
- World-class speaker traveling 200,000 miles a year to address businesses, schools, governments in over 40 countries
- Inventor of Lateral Thinking, Six Thinking Hats, and CoRT for Schools
- His methods have been designated as required curriculum for some entire countries such as Venezuela where 105,000 teachers were taught how to teach CoRT for one hour every week in every school in the country
- First choice for business, where over 500,000 employees worldwide have learned de Bono management thinking
- Tireless in his work to replace adversarial thinking with parallel thinking for a more constructive approach to human communication
- Recommends that literacy and numeracy be accompanied by a third educational focus—*operacy*—know how to make things happen
- *Current Google search on Edward de Bono produces 3,750,000 references.*

All events on Monday, May 1st are open to the public - Media Passes are available by contacting Greg Hyland, CPM @ (928) 580-4751



MAKING INNOVATION HAPPEN AGENDA		
Time	Event	Location
8:30 – 10:00 am	<p>STUDENT SUMMIT</p> <p>Focus: The Importance of Thinking and Planning your Future</p> <p>Thinking Exercises including one on the Immigration Bills in Congress</p>	Yuma High School Snider Auditorium
11:00 – 12:30 pm	<p>MASTER THINKER MEETING</p> <p>Focus: How to Use your Thinking Skills in an Increasingly Polarized Society</p>	City Hall Council Chambers One City Plaza Yuma, Arizona 85364
3:00 – 4:00 pm	<p>CITY COUNCIL ROUNDTABLE</p> <p>Focus: Applying Thinking Skills in a Governmental Environment</p>	City Hall Meeting Room 190 One City Plaza Yuma, Arizona 85364
6:30 – 8:00 pm	<p>COMMUNITY FORUM</p> <p>Focus: Thinking out your Future as a Community</p>	Historic Yuma Theater 254 South Main Street Yuma, Arizona 85364
Tentative Agenda – times and locations subject to change.		