

# Brilliant thinking *made easy*

## an idenk course

### Overview

Do you ever:

- find yourself in meetings wishing you'd been able to say something more impressive on the spur of the moment
- discover that people haven't read or really understood what you were trying to say in your reports or proposals?
- take a long time to prepare slides for your presentations that are then a bit too detailed and not as interesting as you'd like them to be
- wish you could 'wow' colleagues and customers a bit more in your dealings with them.

Drawing on the structured thinking ideas used by great speakers, leading strategy firms, high profile research organisations and famous business writers, this course helps you:

- make more powerful contributions in meetings by thinking faster on your feet
- write better reports and proposals in a sharper, more persuasive style
- create memorable presentations that are compelling for your audience
- build relationships and negotiate more successfully.

### Who is the course for?

The course is for anyone in business who needs to build their confidence and capability in helping and influencing others with their questions, insights and ideas.

### Learning objectives

- Exploring the four skills of brilliant thinking - blending the 'big picture', the 'detail', the 'logical/rational' and the 'emotional'
- Finding and sticking to the right questions
- Using the pyramid principle to structure your arguments so they are ordered, robust and memorable
- Understanding how people differ and reflecting this in the way you structure your thinking
- Drawing powerful conclusions through reasoning with deductive, inductive and abductive thinking
- Generating fresh ideas by using the complete range of thinking styles
- 'Telling the story' using horizontal and vertical narrative
- Getting your message across - finding compelling ways to communicate your ideas and proposals.

### Style

The course is very interactive. There are opportunities to learn individually and with others. Much of the focus is on the practical situations that you find yourselves in at work. There is also a chance to apply the learning immediately to specific issues that you are currently working on.

### Maximum number of delegates

12 people

### Pre-work

A questionnaire is sent out before the course to understand the skills you have, the type of work you're involved with and what you hope to gain from the course.



## Programme

DAY 1 (0930-1700)

Thinking on your feet - 'fast answers'

Introducing the four skills of brilliant thinking

Using the thinking pyramid for structuring your arguments

Getting to the right question: broadening and narrowing

Framing your thinking: the situation, complication and question

Generating ideas: practicing creativity

Expanding your repertoire of reasoning: inductive, deductive and abductive thinking

Building the logic: using the pyramid in teams

Working with others: the impact of personality types on collaborative thinking

From ideas to influence: translating your message into powerful communications

DAY 2 (0900-1630)

Reviewing the learning from Day 1

Capturing thinking: how to beat the 'forgetting curve'

Doing it for real: working on your issues

Making your impact: trying it out on the group

Feeding back and reflection

Completing learning logs

Reviewing and planning follow-through

## Follow-up

You will be sent an email version of all the slides in the workpack and also any materials/outputs generated during the two-days. Idenk coaches are available to answer any follow-up questions by email or phone. A survey 8-10 weeks after the programme will get your feedback on how you've been able to put the learning into practice.

## Feedback from previous participants

I really enjoyed the course - very well delivered and very useful. The introduction to tools and techniques will add breadth and depth to my thinking and will lead to a dramatic improvement in the quality and clarity of my presentation. The pack is a great resource.

**Rezwan Islam, Vodafone**

A productive and thought provoking course which made me think about how I think. I will definitely make the effort to put it into practice (especially if I know you will be ringing to check on my progress!). I liked the way it all came together at the end for me, when I had a chance to put the ideas into practice on a real presentation I was working on.

**Claire Lilley, Senior Policy Adviser, Which?**

I really enjoyed the course and found it tremendously helpful, especially working on my own real-life examples. My challenge now will be to continue to put all the learning into practice. The slides will certainly help with that. Thanks again for your input into my development. I really appreciate the investment.

**Tim Freathy, Deputy Regional Director, Government Office East**

The best course I have been on in the past 5 years. It has allowed me to overcome the physiological barriers which often prevent effective decision-making and problem solving.

**Ahmed Mohamed, BT**

An academic at a structured thinking course? I suppose the slight fear might be not so much 'embarrassing bodies' as embarrassing minds. However it was fantastic. Great people, 2 days of mental stimulation and fun. I've already helped others with the new skills I learned! I am puzzled why we don't teach thinking skills at Cambridge.

**Stephen Peake, Senior Lecturer, Judge Business School, Cambridge University**

Once again, many thanks for facilitating such a great course. I really did find it fascinating and am confident that my working methods will change as a result (in fact I am already using mind maps to record information...and its working!). Many thanks for sending through the resources, they will be incredibly useful. I have recommended the course to friends and colleagues so long may it continue!

**Fran Wood, National Patient Safety Agency**

