

# A Tools Based Approach for Faster and Better Thinking

Presented to

The logo for PeopleFund, featuring the word "PeopleFund" in a bold, black, sans-serif font. Above the letter "P" is a green icon of three leaves. The entire logo is enclosed within a thin black rectangular border.

**PeopleFund**

May 3, 2016



# The Need for New Thinking!

“The problems of today will not be solved by the same thinking that produced them in the first place.”

“Everything has changed except the way we think.”

Albert Einstein

# PeopleFund's Mission

- ✓ Inspire
- ✓ Educate
- ✓ Fund
- ✓ Elevate Clients

on their path to

**Prosperity**

and

the **American Dream**

# My Objective for Today

To demonstrate how  
Six Thinking Hats is a tool to help you  
Achieve Your Dream



# Agenda

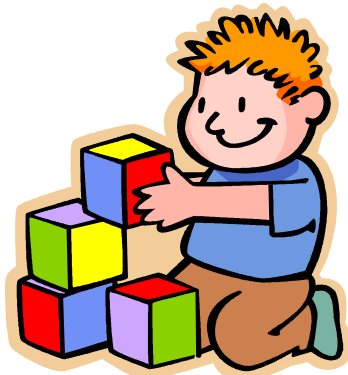
- Introductions
- Traditional Thinking
- Parallel Thinking
- Six Thinking Hats
- Conclusions

# Another Quote

## Combinatory Play

seems to be the essential feature  
in productive thought.

Albert Einstein



“The Quality of Your Thinking  
will determine  
the Quality of your Future!”

Edward de Bono



# Dr. Edward de Bono



- World's leading authority in creative and conceptual thinking
- Nominated for Nobel in Economics
- M.D., Ph.D., Rhodes Scholar
- Author of 75 books with translations into more than 38 languages
- World renowned consultant to business, government and education
- More than 900,000 people have been trained in this method



# The Greek Gang of Three

## Socrates

- Argument
- Critical Thinking
  - What do you mean?
  - Why do you say that?

## Plato

- Truth is Somewhere
- Use Critical Thinking to Find It

## Aristotle

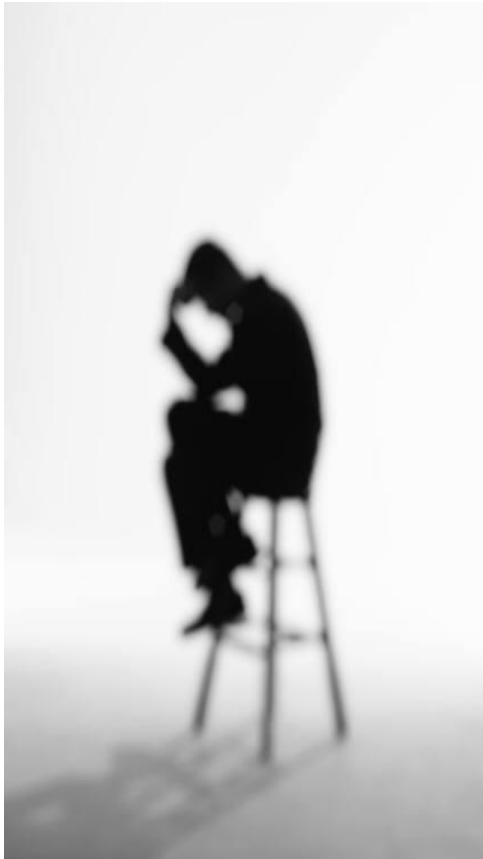
- All Things Fit into Categories
- One Right Choice



# Traditional Thinking

- What is your current style of thinking?
- What are your thinking strengths?
- What are your thinking weaknesses?
- How is it working for you?

# Traditional Thinking



Where do you do  
your best thinking?

# Common Thinking Failures

What might they be?



# Common Thinking Failures

- We fail to look for something
- We see only part of the situation
- We leave things out
- We fail to take consequences or other people's thinking into account
- We fail to generate enough ideas and alternatives

# Traditional Thinking



# Traditional Thinking



# Traditional Thinking





# Traditional Thinking

- What does this mean for us?
- How can we move forward?
- How does this work?



# A Strategy...

**“From debating  
what is...**

**To designing  
what can be”**



# What is Parallel Thinking?

- Prompts a group to pool all of their ideas
- rather than defending one point of view



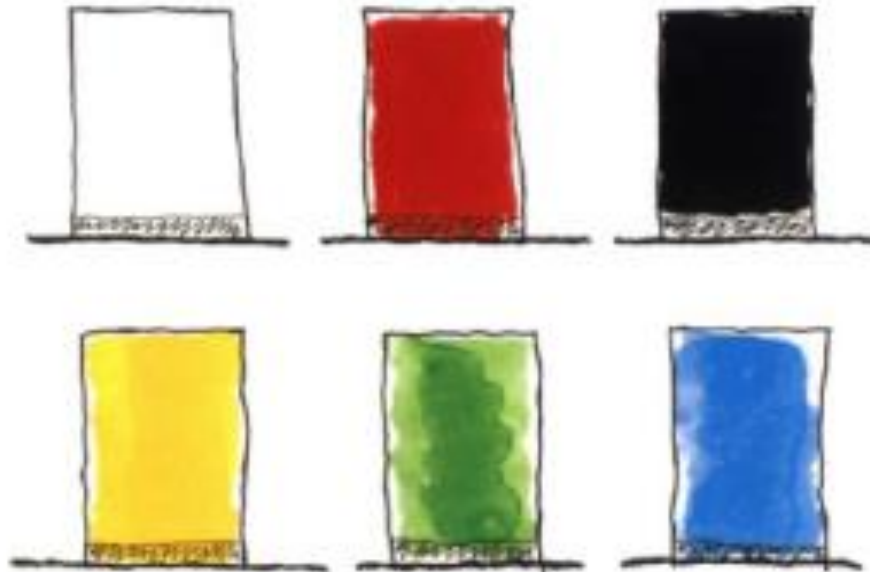
# Parallel Thinking



# Why Hats?



# Why Six Thinking Hats?



# Six Thinking Hats Concept



It is a **Direction** of Thinking →

# Six Thinking Hats Concept

- Technique to look at decisions from different points of view
- Move away from habitual thinking styles
- Six different imaginary hats that you can put on or take off
- Each different colored hat represents a different style of thinking
- Changing Hats = Changes Thinking



# What are the Benefits?

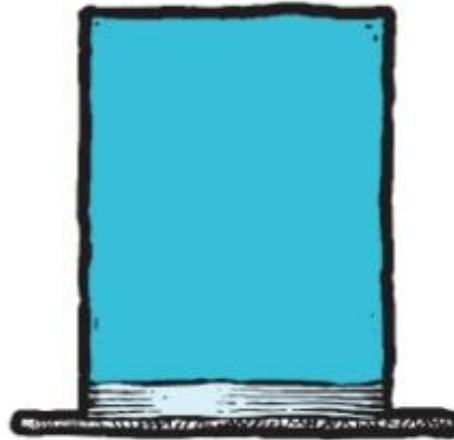
- Say things without risk
- Generates understanding that there are multiple perspectives on an issue
- Is a convenient mechanism for “switching gears”
- Focuses thinking

# What are the Benefits?

- Leads to more creative thinking
- Improves communication
- Improves decision making



# Six Hats Summary



## Blue Hat

Manages the Thinking Process

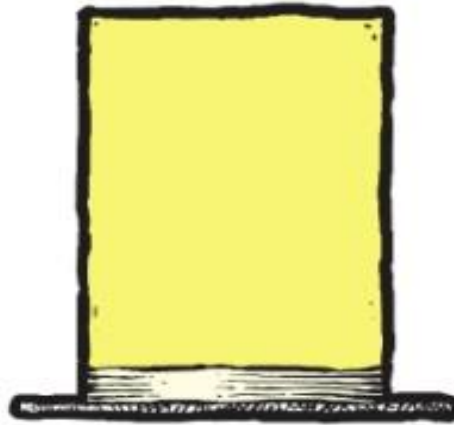
# Six Hats Summary



## Red Hat

Intuition and  
Feelings

# Six Hats Summary



## Yellow Hat

### Benefits and Feasibility

# Six Hats Summary



## White Hat

Information Available  
and Needed

# Six Hats Summary



## Black Hat

Cautious,  
Difficulties and  
Problems

# Six Hats Summary



## Green Hat

Alternatives and  
Creative Ideas



# Experience Parallel Thinking



# How Can You Use Hats?

- ✓ By Yourself
- ✓ In a Conversation
- ✓ At a Meeting

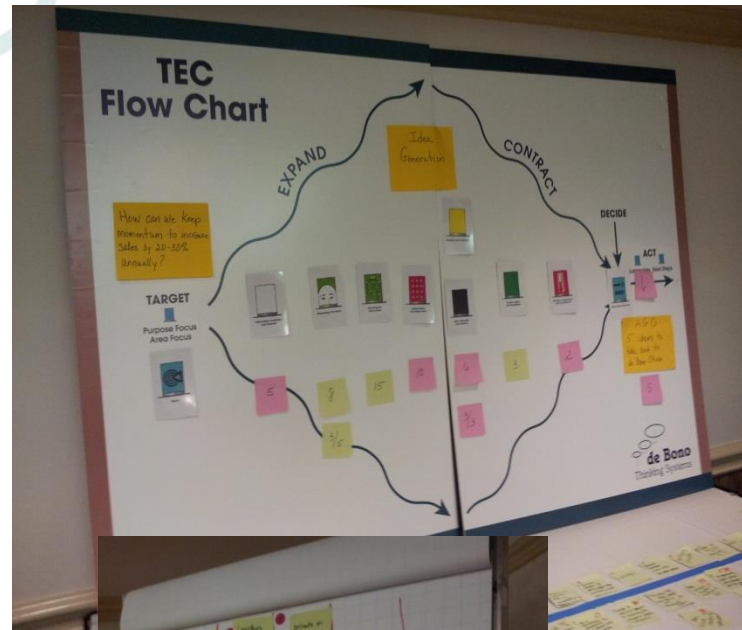
# Example of Meeting Use

**WHAT WE NEED TO KNOW**

- IS THERE ROI IN GROWING
- HOW BIG CAN MKT BE
- WHO'S BUYING PRESENTLY
- STRONGEST TRAINERS
- 'REAL' CREATIVITY COMPETITORS OUTSIDE OF DBTS
- PHARMACEUTICAL } BIG HIGH TECH SECTOR

**WHAT WE KNOW**

- DBC → 2003
- 2007 - 3 MORE BRANCHES
- 15 SALES / 10 TRAINERS
- 45 STAFF
- 2012 BEIJING ↑ ST ↓
- HQ IN BEIJING
- MKT EXPANDING
- 20 SESSIONS CANCELLED
- SLUMP IN ECONOMY
- PIRACY IS RAMPANT / LOTS OF FREE LANCE TRAINERS



**Relationship Specialist**

- KNOW CLIENT INSIDE & OUT
- BALANCE BETWEEN NOW SALES & GROWTH OF CLIENT
- RESPECT & CLIENT COMMITMENT
- TIGHT RELATIONSHIP
- SPEAK CLIENT LANGUAGE
- COMPANY MAY BE LEFT OUT OF RELATIONSHIP
- ESTABLISH CLOSE RELATIONSHIPS
- CLIENT DOES W. SPECIALIST
- MORE WORK
- CONFLICT OF INTEREST - SPECIALIST TO COMPANY
- DIFFICULTY IN RELATIONSHIP BUILDING & SALES
- SPECIALIZATION IN SALES / TRAINING TEAM
- DIFFICULT TO

**ASPIRANT**

- INTRIGUE & WATCHING & INTERESTING
- TOO LATE
- REASONABLE

# Amazing Results



- ✓ Prudential Insurance Company
- ✓ Mars Candy
- ✓ NYC Police Department
- ✓ Lotus Cars

# Using Six Thinking Hats

Can you think of scenarios where  
you can use this tool to  
Achieve your Dream?

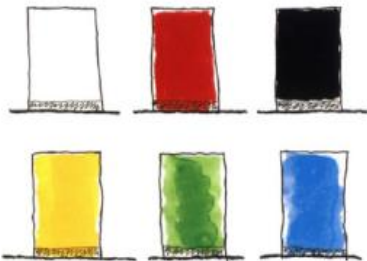


Would you like to learn more?

# Six Thinking Hats

A Tools Based Approach to  
**Faster and Better Thinking**

- ✓ Simple
- ✓ Practical
- ✓ Constructive Results



# Achieving Your Dream Depends On How Well You Think

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SAGE SPEAKING



growing decisions to the point

