

The Creative Application of de Bono Methods in the Manufacturing Sector with a Focus on Company Wide Innovation

Led by

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The mantra of innovation is everywhere. Innovate or die, innovate or evaporate. Many have said the 'new normal' forms its basis in innovation. More and more resources are being funneled toward the 'innovation effort.' But we all know that innovation is more than simply trying harder, more than simply trying to find the right creative people to put in the right slot.

Innovation is much more about having a learnable, systematic creative process -where we produce higher ownership and participation, and where we more fully actualize your capacity to be innovative and think creatively on demand. And we will show how the de Bono tools act as complementary support to the TRIZ process.

This session will provide a basic overview and introduction to the work of Dr. Edward de Bono and his powerful creative thinking tool set and how they are being applied at Saint-Gobain Performance Plastics. Included will be a basic introduction to the de Bono technology Six Thinking Hats and Lateral Thinking followed by an introduction to the Innovation Process developed at Saint-Gobain and the practical application of de Bono toward their innovation needs. We will conclude our session with a hands-on experience of using the de Bono methods on a practical innovation need.

Program Leadership



James P. (Pat) Carlisle is **President of The de Bono Group, LLC** and has been a speaker at prior TRIZ Conferences. His experience with the creative thinking methods developed by Dr. Edward de Bono is unsurpassed, and the variety of corporations and organizations he has worked with range from BP Exploration, the Defense Intelligence Agency, NAVSEA, Siemens, Microsoft, United Technologies and many others. He has been teaching Edward de Bono Thinking methods since 1992. For more information go to www.debonogroup.com

Jean Angus is **Director of Innovation Processes** at Saint-Gobain Performance Plastics. She has over twenty-five years of broad-based experience in the Specialty Chemical Industry including R&D, manufacturing, supply chain, strategy development, market management and global business management roles. In her current role, she is integrating her past experiences into developing innovation as a learned skill within Saint-Gobain Performance Plastics. Her basic premise is to build innovation skills within each individual; apply innovation skills in teams and explore new solutions throughout the organization. Jean is using deBono innovative thinking skills in many parts of the innovation processes. She can be reached at Jean.Angus@saint-gobain.com

