

**Father of Creative Thinking -
Edward De Bono gives Keynote Speech at
European HR Directors Business Summit 2009.**

At the European HR Business Summit in Birmingham last week, over 500 HR Directors from around the Europe and from as far afield as Egypt and Australia, gathered to hear Dr. Edward De Bono, regarded as one of the World's most outstanding thinkers, give the key note speech explaining how serious creativity and constructive thinking methods and skills are vital throughout an organisation in order to enable companies to deal more creatively and constructively with potential problems and issues.

The event organised by WTG Events, wanted a prominent personality to open the Summit. Andrew Barrett, Commercial Director, WTG Events, said. "As HR moves closer to aligning with business strategy HR Directors need to think laterally and provide fresh thinking to manage the people function within their organisation. As a pioneer of thinking differently, Dr. Edward de Bono was the perfect speaker for this subject". He continued. "Delegates agreed that this was a different take on innovation and the link to business strategy and thinking was very clear. Dr. Edward de Bono brought a fresh perspective to the challenges faced by each of the 500 HR professionals attending, and we hope that all will use his insights to think of all the possible angles and be more creative in the future."

In our current economic climate, capitalizing on your employee's skills and motivation is key for business sustainability and growth. The role of HR is ever more critical to ensure an organisation maximizes its return on the investment of personnel, by employee relations and resource management.

Robert Rawlinson, Chief Executive of The Edward De Bono Foundation, said. "All Business leaders need to think much more creatively and innovatively during an economic downturn, but senior HR personnel especially need to approach and formulate HR strategies to maximise the productivity and recognise the potential of its workforce to maintain stability whilst searching for new growth"

2009 has been officially launched as the "European Year of Creativity & Innovation", for which Dr. De Bono has been appointed an official EU Ambassador. Its main aim is to promote creative and innovative approaches in different sectors of human activity and help equip the European Union for the challenges ahead in a globalised world.

The Edward De Bono Foundation teaches thinking methods that empower business leaders with the tools to transform the way they think about their business to be more creative and innovative increasing effectiveness and output.



Notes to Editor - The Edward De Bono Foundation

The Edward de Bono Foundation UK, is a UK-registered charity in the teaching of serious creativity and constructive thinking skills for the advancement of education, scientific knowledge and research. It is also involved in the sponsorship of innovative concepts in the discipline of human thinking and the processes of human thought. Based at Manchester Metropolitan University (MMU), The Foundation's ground-breaking Centre for Serious Creativity and Constructive Thinking marked a world first for an English University at its opening in November 2008.

The Foundation is also established in Australia, Canada, Ireland, Holland, Malta, Pakistan, South Africa, UAE, and the USA. The Government of China and the President of India have both invited Edward de Bono to run pilots to teach constructive teaching skills in education and business. The Foundation has recently been established in Pakistan, where Prof Dr Atta-ur-Rahman, the Minister for Higher Education is chairman, and in Malaysia, where the chairman is the ex-Prime Minister, Dr Mahathir.

Dr. Edward de Bono is regarded as one of the world's most outstanding thinkers in the field of creative thinking as an explicit skill. Inventor of Lateral Thinking, Dr de Bono has written 75 books and consulted with major corporations and governments in more than 50 countries in the last 30 years. Referred to as a creative genius, his techniques can change an entire company's performance by teaching employees to think in a more efficient manner. The essence of Dr. de Bono's work has been to produce thinking techniques that are simple, practical and effective such as his renowned Six Thinking Hats method.

The De Bono Foundation UK and MMU have signed a long-term agreement pledging to work together in the teaching and advancement of education, scientific knowledge and research. The Edward De Bono Foundation will have a dedicated Business Centre at the MMU Business School due to open in 2011.

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