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Individuals can contribute astonishing results in a company once their mind opens. Opportunities for improvement are always there. They just need to be found.

Companies hire people to add value to their business in a variety of ways. Yet rarely do organizations create a climate that encourages creativity and innovation in people. What are people without their thoughts? Nothing!

To get the best out of people we need to inspire them, listen to their deep felt aspirations and discover to our delight that what they passionately desire is what your company also needs ♦ ideas of value.

To be meaningful in any way, we need to liberate our mind. And to be greater than we are, we need to broaden our mental canvas for entertaining better, bigger and richer thoughts. It sounds so simple, yet why is it that many managers have not attained their self-defined greatness in their lives? Could it be their fixation with status quo and redundant traditions? Could it be them not wanting to leave their zones of comfort? Could it be that they caught up in a conceptual conundrum?

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companies they work with.

Managers and employees become useful to organizations by using their unlimited creative potential intelligently, particularly when they are coached and mentored effectively. You care for them, and they will care for you.

Here is a memorable story of the empty soap box, which happened in one of Japan's biggest cosmetics companies. The company received a complaint that a consumer had bought a soap box that was empty. Immediately the authorities isolated the problem to the assembly line, which transported all the packaged boxes of soap to the delivery department.

For some reason, one soap box went through the assembly line empty.

Management asked its engineers to solve the problem. Post-haste, the engineers worked hard to devise an X-ray machine with high-resolution monitors manned by two people to watch all the soap boxes that passed through the line to make sure they were not empty. No doubt, they worked hard and they worked fast but they spent a huge amount to do so.

</p> <p class="MsoNormal" style="margin: 0in 0in 0pt;" mce_style="margin: 0in 0in 0pt;">But when a rank-and-file employee in a small company was posed with the same problem, he did not get into complications of X-rays, etc but instead came out with another solution. He bought a strong industrial electric fan and pointed it at the assembly line. He switched the fan on, and as each soap box passed the fan, it simply blew the empty boxes out of the line!</p> <p class="MsoNormal" style="margin: 0in 0in 0pt;" mce_style="margin: 0in 0in 0pt;">
</p> <p class="MsoNormal" style="margin: 0in 0in 0pt;" mce_style="margin: 0in 0in 0pt;"></p> <p class="MsoNormal" style="margin: 0in 0in 0pt;" mce_style="margin: 0in 0in 0pt;">Dr. Edward de Bono is regarded by many as the leading world authority in the field of creativity. He is the inventor of the phrase ♦Lateral Thinking♦ which is now in the Oxford English Dictionary. Lateral Thinking acts like the laxative of the mind and is based directly on how the brain functions as a self-organizing information system. Dr de Bono has worked for well over thirty years in the field with major corporations all over the world. </p> <p class="MsoNormal" style="margin: 0in 0in 0pt;" mce_style="margin: 0in 0in 0pt;">
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