

THE BRAINAISSANCE CONSULTANCY

Helping your organisation become Future-Ready



DESIGNING ORGANISATIONS WHERE INSPIRED PEOPLE INSPIRE PEOPLE



MOVING AHEAD *from* ideas to Cash

THE WORLD'S MOST POWERFUL LEARNING SYSTEMS

To help you outperform the world economy

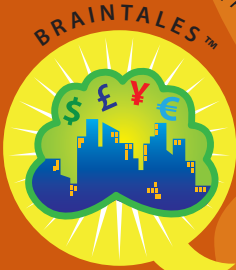
VIA LEARNING ECOSYSTEMS & INNOVATION LANDSCAPES



Personal Self-Assessment Questionnaire

1. If the standard operating procedures are the driving force behind all your decisions, is it seen as a problem?
2. Are you tuned in and switched on to the challenges of working in real (unreal) time?
3. Do you feel safe to express divergent ideas, and do these ideas, if any, have a mechanism (a conceptual conveyor belt) to move them into action?
4. Do you have the capability to lead Innovation Teams to translate ideas into action?
5. Do you have an effective innovation system that can spot talent, identify opportunities, assemble smart teams, allocate time and other resources, and set direction in order to remain continually viable for the long term?
6. Do you know that by not continually questioning the status quo there is no status to your quo?
7. Do you accept that information is not good enough ~ we need ideas and imagination to create impact? To be outstanding!
8. Beyond intellectual capital, do you recognize and act on the value of imaginative capital, so as to reap a Return on Imagination (ROI)?

Helping you get a **Return On Ideas**



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The Brainsiance Consultancy

BRAIN CAPITAL CREATION

Visionary thought leadership, innovation strategies, and unique designs of learning ecosystems & innovation landscapes for nations, communities, organisations, and institutions.



Blueprint for Success: Ideas to Cash



On the pages that follow:

A CASCADE OF INSIGHTS ON INNOVATION

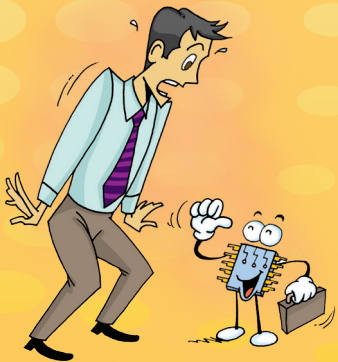


Is red tape the only thing that's keeping your organisation together?



Today, we are living in the Pressure Tense!

Yesterday's successes have never mattered less, today's are fragile, and tomorrow remains uncertain. The courage to run through walls is in short supply. Either we get smart, or...we get left behind!



Are you waiting for some microchip to replace you?



Could this be the state of the people in your Organisation?



Think!



Either you're distinct, or...you're extinct!

Do You Know:Your Cost of Confusion?



and
the Value of



This is the age propelled by competitive innovation.

For the first time, the concept of unleashing the human mind is being taken seriously. The engine of human brainpower now directs businesses.

Imagination is the raw material, intelligence the catalyst, creativity the fuel. All ignited by passion.

Questions that concern your organisation's growth to winning levels:

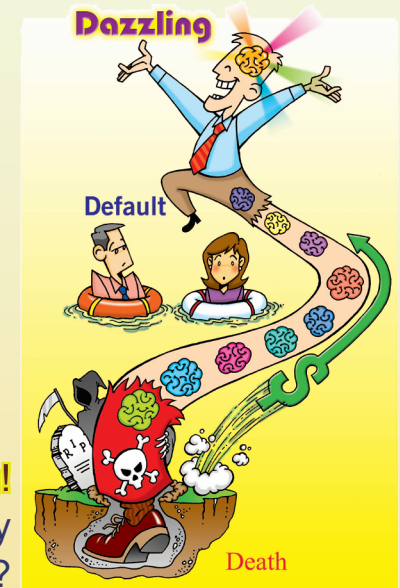
- * Are your people learning as fast as the world is changing?
- * Are they agile, adaptive, quick-off-the-mark, and able to incessantly boost business?
- * Are they exploiting and harnessing opportunities via jaw-dropping systems and strategies?
- * Are they inspired to deal with Third Millennium challenges, threats, obstacles, and dilemmas?

This is where I can help: across the organisation, into the future!

Objective: To establish an innovation culture, with explicit, embedded, strategically envisioned, innovation systems.



Is the quest for work-life balance ... out of balance?



You can be Dazzling!
Are you settling for less? Busy dying instead of busy living?



Description

STEP 1: INTAKE

Use Nature's attributes to get started. Nature, to be commanded, must be obeyed. Observe the workings of Nature, and study the behaviour of plants and animals: they lead to ideas and to breakthrough solutions.

STEP 2: COGITATE

Using Nature's infinite stimuli, think about possibilities. Suspend judgement. Let your mind play with the concepts of making the strange familiar, and the familiar, strange.

STEP 3: GENERATE

Having prepared your mind, start generating ideas. Go for quantity; quality will emerge from quantity. Don't analyse or prioritise. Just let the dam burst! Capture your ideas in hard copy by writing and drawing.

STEP 4: DEBATE

Dialogue and debate your outpourings with colleagues, friends, family, and diverse members of society. Agree to disagree, wherever relevant. The divergent outbursts from Step 3 could now converge to help you focus on probabilities.

STEP 5: INCUBATE

Sleep on it! Do not hard focus on your ideas. Let your subconscious play with possibilities. Your analysis through debate in the preceding step, will metamorphose into a synthesis for concepts to emerge in fuller form.

STEP 6: CREATE

This is where ideas become inventions: the pathway from concept to creation has come alive.

STEP 7: ACTIVATE

Prototype your creations, fine tune them via experimentation, then let them loose in accordance with your well-designed business model!

STEP 8: CELEBRATE

Rejoice! You have now conquered the challenge of having moved from concept to cash! Innovation is ablaze!

THE CREATIVE SEQUENCE
The Mother of All Wealth Builders

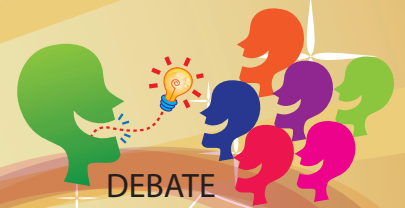
Lifescape



CELEBRATE



ACTIVATE



DEBATE



INCUBATE



GENERATE



COGITATE



INTAKE



CREATE



"All achievements, all earned riches, have their beginnings in an idea."
~ NAPOLEON HILL



© Dilip Mukerjee
Sunday 4th March 2012

In your Organisation's Search for Meaning



Are your people experiencing breakthroughs?

or...have they broken down, irrelevant to the present, relegated to the past?

CREATIVITY is the major economic force of the Third Millennium...and a vital component of daily life. How are you liberating your creativity?

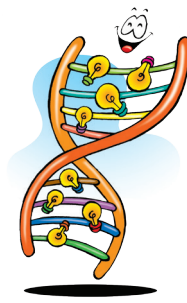
INTEGRATING BRILLIANCE

Traversing a labyrinth might be a nuisance to some, but The Learning Labyrinth of The Brain is no nuisance: it gives birth to 'new sense'!

Each circular element within the labyrinth is a seed with infinite developmental possibilities. A useful analogy to consider might be our ability to count the number of seeds in an apple ... but can we count the number of apples in a seed?

In cooking, no single ingredient determines the outcome of a recipe: the same is true in thinking, learning, creating, and bonding. Creative work requires the ability to define a problem using one set of tools, to investigate it using others, and to express the solutions using yet a third set.

The Learning Labyrinth is a menu of gourmet thinking tools that lead to integrated brilliance.



The Learning Labyrinth of The Brain



Arrive Smart

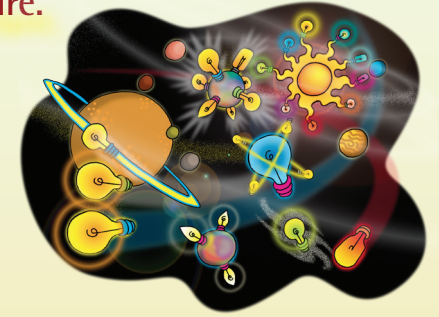


THE BRAIN COUNCIL

THINKING LEARNING CREATING



INNOVATION is the bridge to the future.



Your Organisation should be a Galaxy of Ideas!



Bureau-crazy chains must surrender to

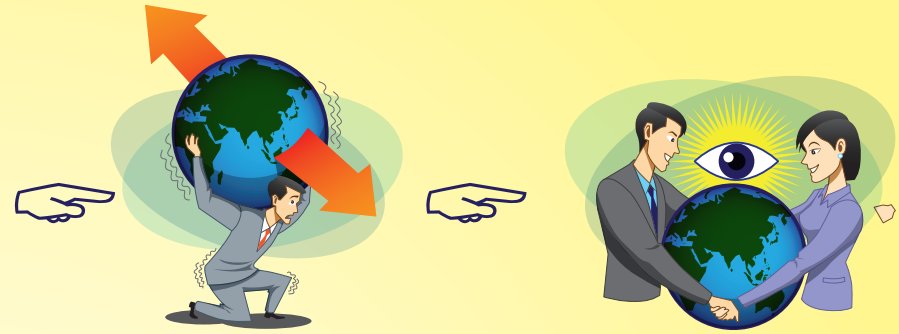


Bureau-creative webs!



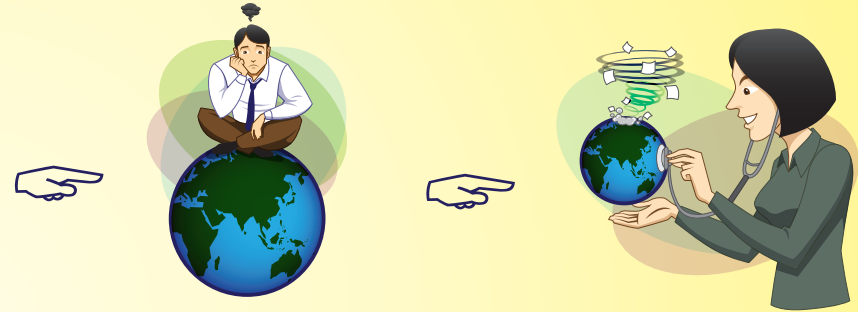
V

From Volatility to Vision



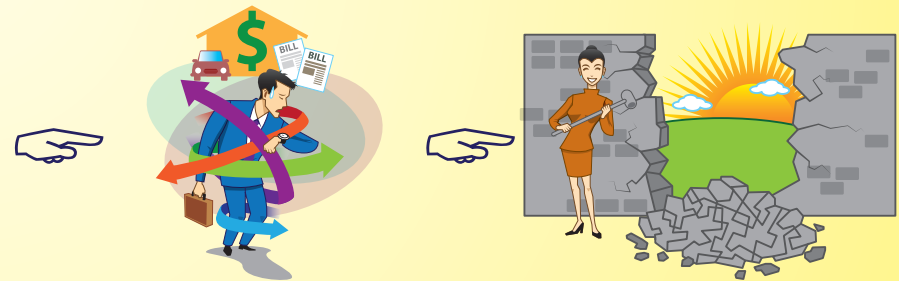
U

From Uncertainty to Understanding



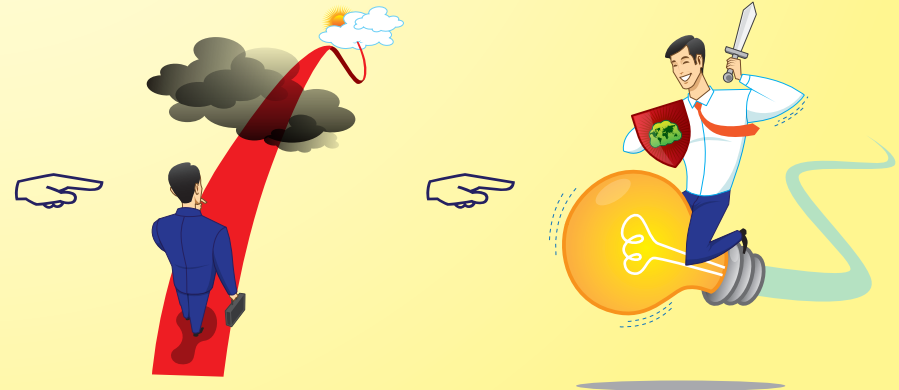
C

From Complexity to Clarity



A

From Ambiguity to Agility





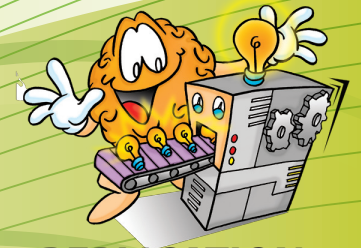
Business Innovation reflects the processes of nature, through our brains indulging in three natural phenomena: Integration, Replication, and Diversification

This is where dissociated parts come together in a new design to create a cohesive whole. Synergy thus created leads to breakthrough innovation, where new qualities emerge, for example, when atoms combine to form molecules, or molecules to form cells.



INTEGRATION

In this case, a successful innovation is duplicated several times over, leading to growth, an increase in size or quantity, such as when cells reproduce.



REPLICATION

Here, a successful innovation leads to variations, often as an adaptive response to the demands of the environment. Furthermore, it stimulates an increase in variety, efficiency, or quality, such as via sexual reproduction and natural selection.



DIVERSIFICATION





Does your Organisational DNA include social architects, constitution writers, and multipreneurs of meaning? Obsolete embedded processes within the status quo need to be exposed, examined, and if necessary, excised. Foresight and insight, rather than power and position, must determine corporate direction.

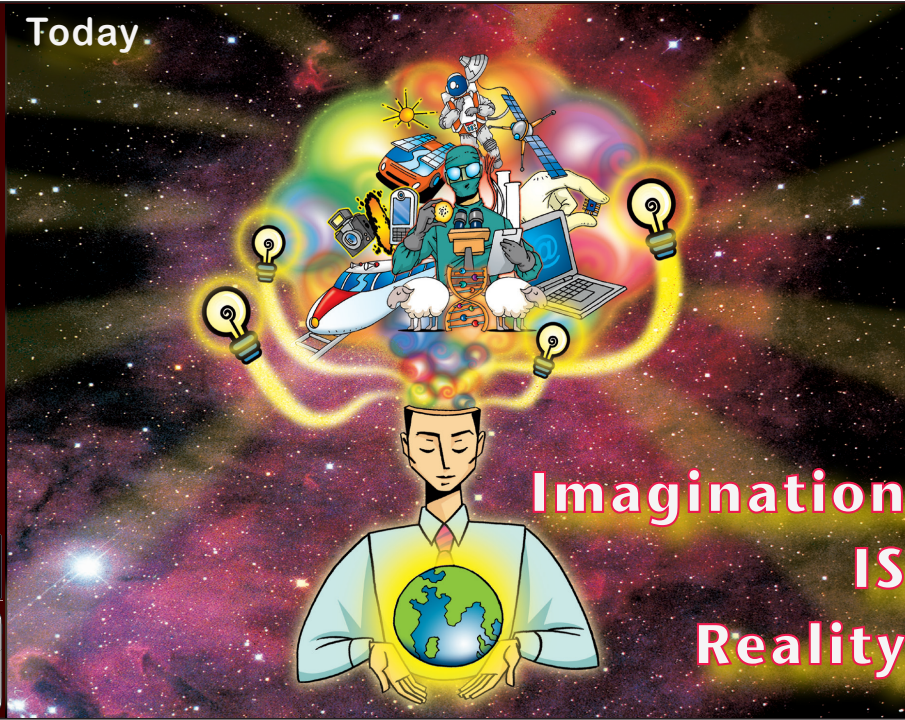
Is your management community alive with diversity, disagreement, and divergence?



Manager - Creativity  Passable (no more)
 Manager + Creativity  **OUTSTANDING**



Today



Imagination IS Reality



The Path to Oblivion!



Creative Awareness...



Creative Reality...

There are enormous psychic differences between people who live creative lives and people who are commanded to be creative by a corporate mandate.

SOURCES & STYLES OF INNOVATION



LEAP FROGGING

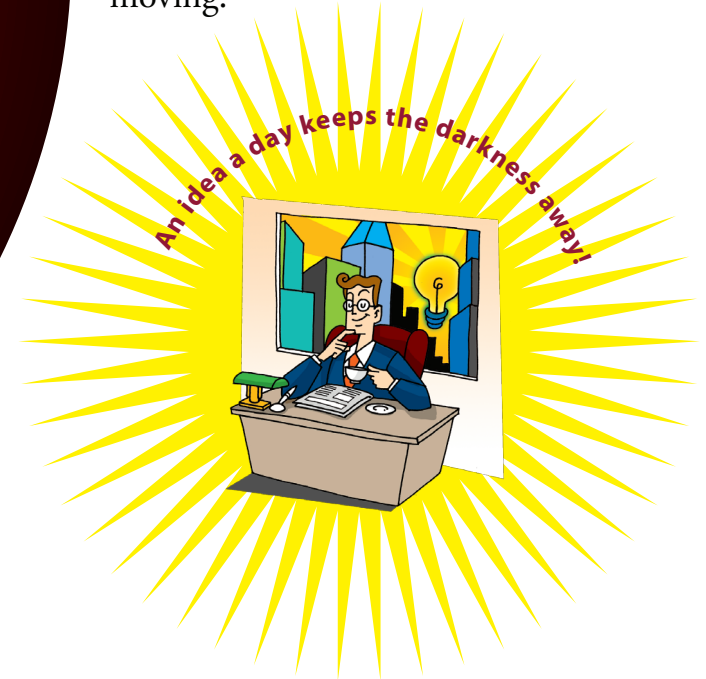
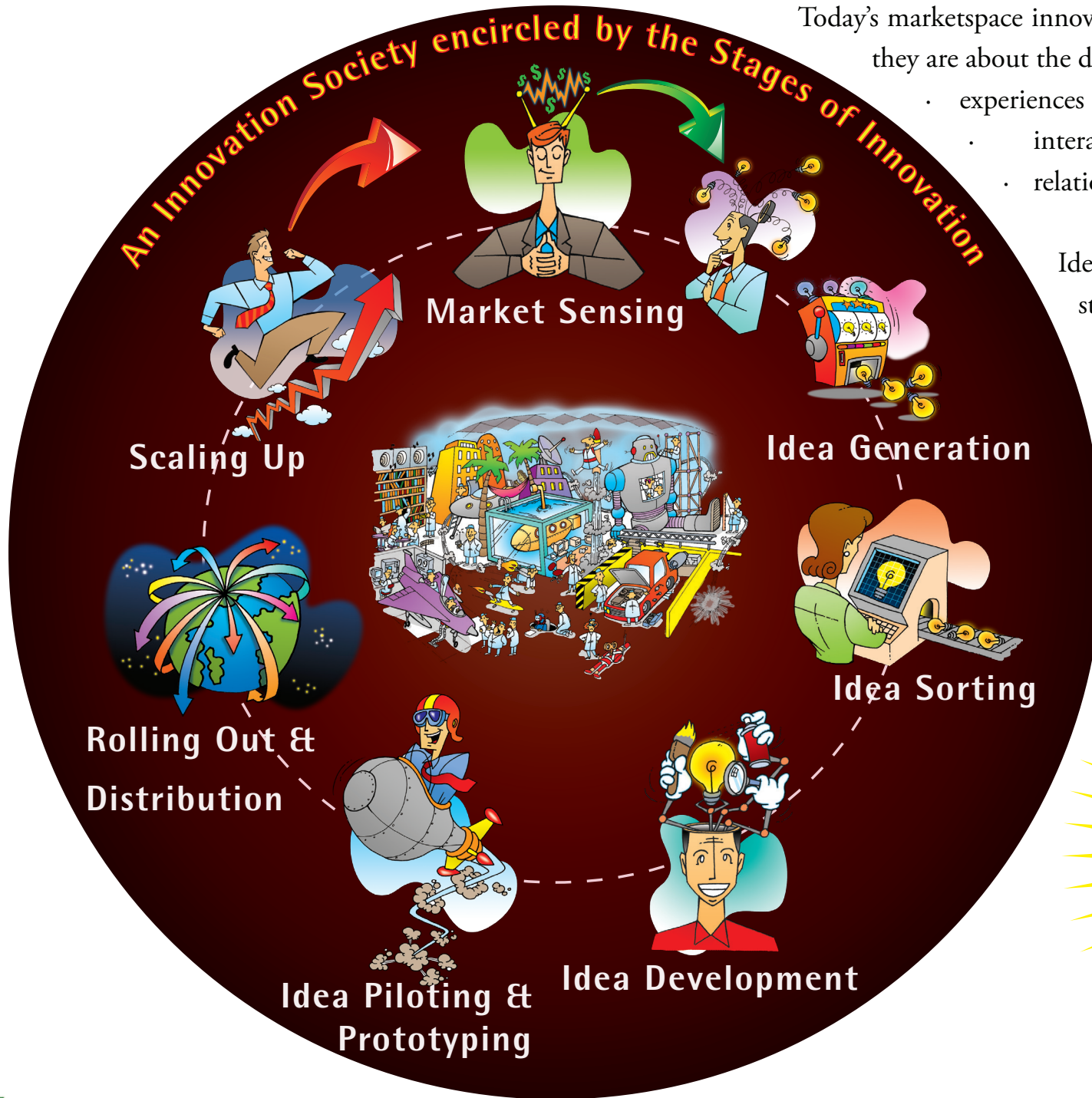
PIGGY BACKING

COPY CATTING

Today's marketplace innovations are not about the design of products; they are about the design of

- experiences
- interactions
- relationships

Ideas are the raw materials of new industry structures. The marketplace is naked. Creative thought processes are the fabric that clothe this teeming system of nodes and networks. The application of this creative thinking, done well, translates into innovation, where money, generated through ideas, keeps the markets moving.



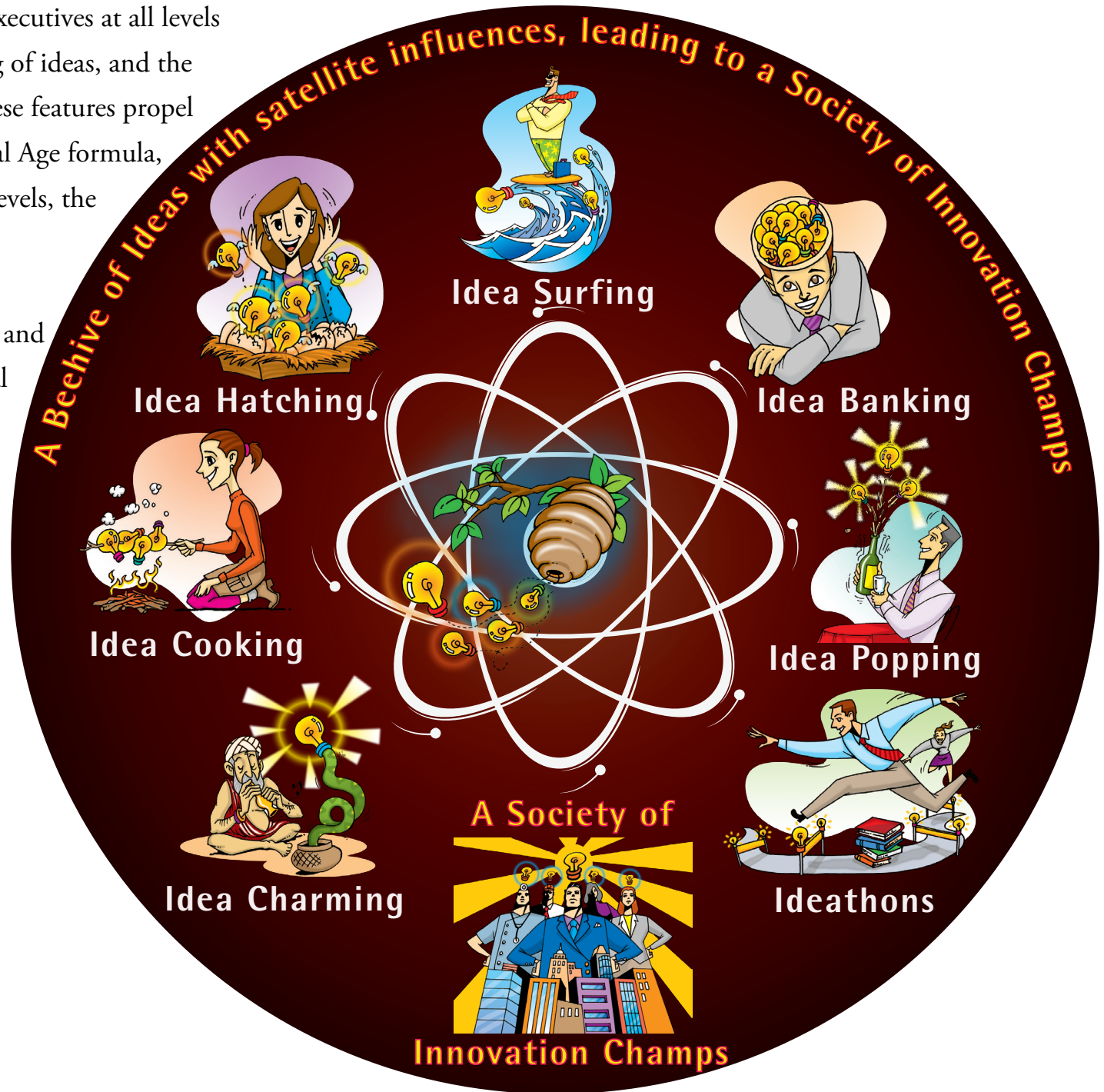
To prosper in tomorrow's business world, executives at all levels must feel comfortable with the crisscrossing of ideas, and the constant hyperlinking of relationships. These features propel innovation. Hard work, as per the Industrial Age formula, is no longer relevant. For executives, at all levels, the stark choice has become:

INNOVATE or INCINERATE

Today, for every action, there is an unequal and unexpected reaction. We live in paradoxical times. To survive, we must know how to thrive on the certainty of uncertainty!

And watch out for the "Gales of Creative Destruction"!

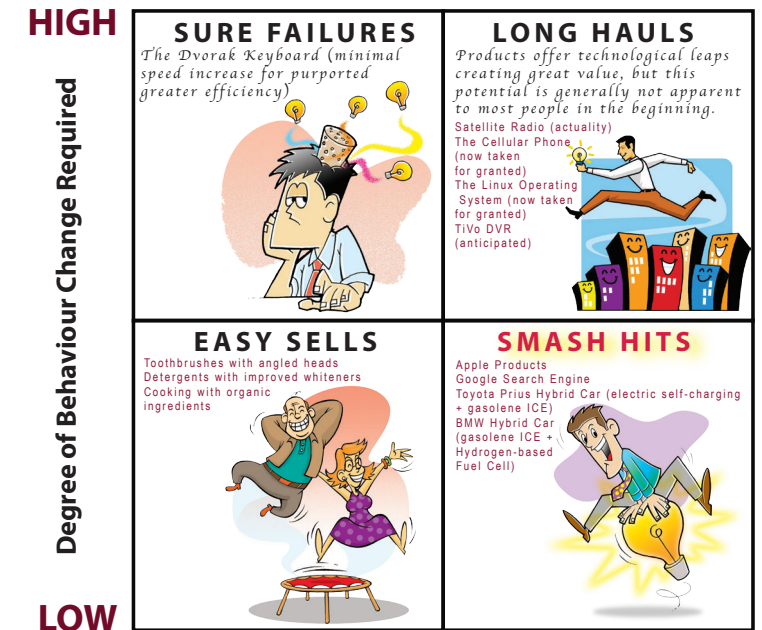
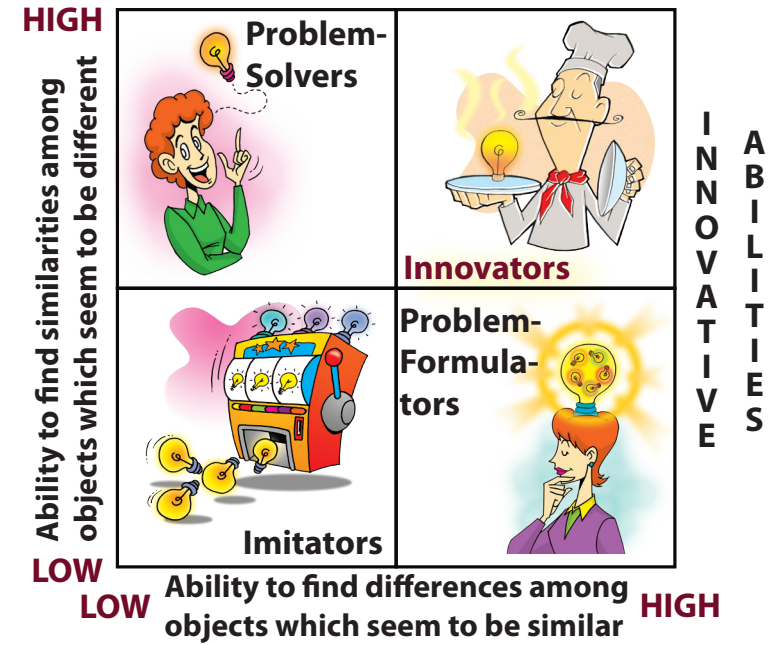
The pivotal difference between corporations and capital markets is the manner in which they enable, manage, and control the processes of creative destruction. Corporations work on the assumption of continuity; their focus is on operations. Capital markets evolve on the basis of discontinuity; their focus is on creation and destruction.





Innovation has become a strategic necessity. We can no longer assume that the future will be a continuation of the past. Instead, it will be a continual stream of discontinuities. The bonus here is that it will breed opportunities ... for those who stay calm amidst the panic that will engulf the unprepared. Innovation is the name of the game.

For leaders, the stark choice is: **Innovate or Abdicate!**



LOW Degree of Product Change Involved HIGH



Monitoring System for Ideas Suggested



**Average
Number of
Suggestions
Submitted
per
Employee =**



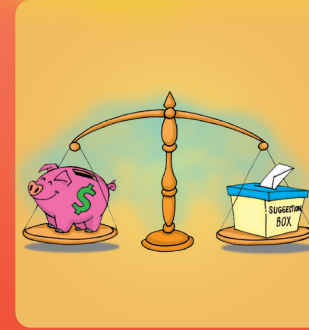
**Ideas
Adoption
Rate (%) =**



**Employee
Participation
Rate (%) =**



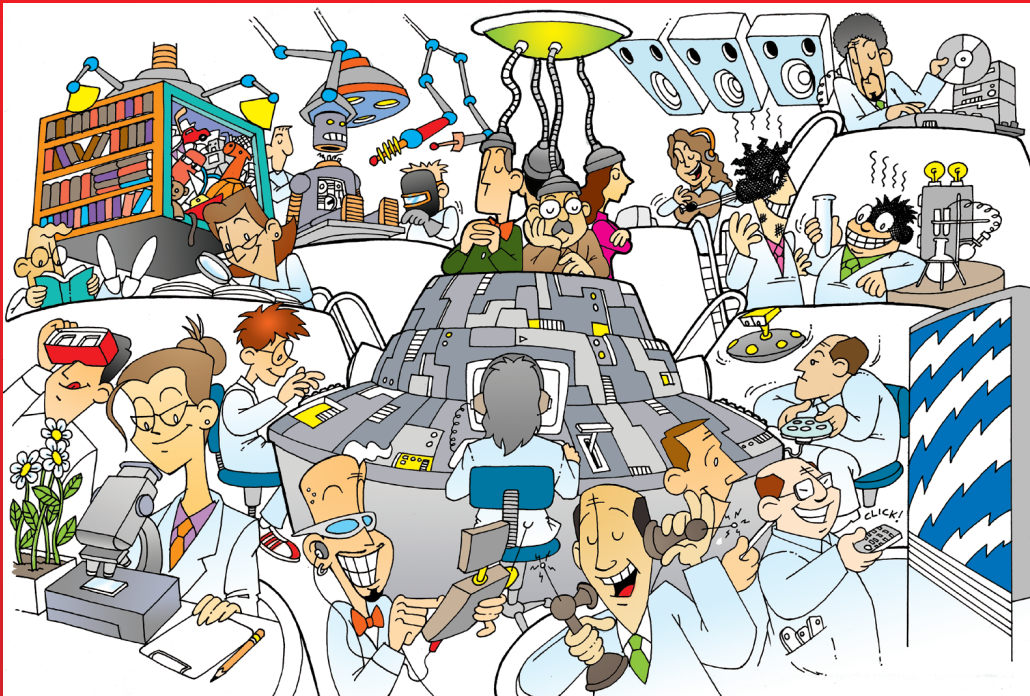
**Average
Reward
Amount (e.g.
\$, Y, Euro) =**



**Average Net
Savings per
Suggestion
(e.g. \$, Y,
Euro) =**



**Average Net
Savings per
Employee
(e.g. \$, Y, or
Euro) =**



**Innovation
Laboratories
busy
converting
Ideas
into Cash**



PATHWAYS TO INNOVATION

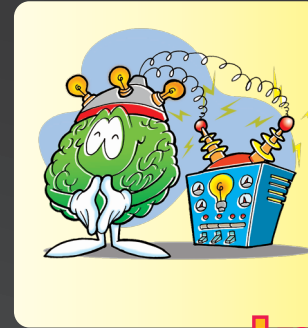
The I.D.E.A.tion Process



Seeding

Ideas arrive ready to refine, after initial market sensing.

A birthing stage, where idea seeds emerge as raw materials for prototyping.



Input

Start gathering ideas. Go for quantity, not quality.

Quality will emerge from Quantity. Involve everyone, all ranks.



Growing

Ideas arrive ready to develop.

Serious play: experimenting with options.



Development

The gathered ideas are not yet ready to use, but ready to refine.

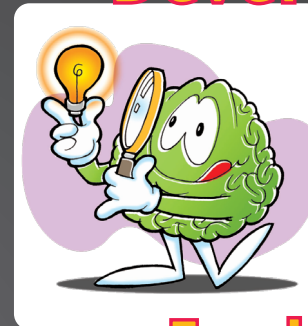
Look for fresh combinations during this processing phase.



Harvesting

Ideas arrive ready to use.

Focus is directed at a successful realisation of innovation objectives.



Evaluation

Start giving value to (evaluate) the developed ideas.

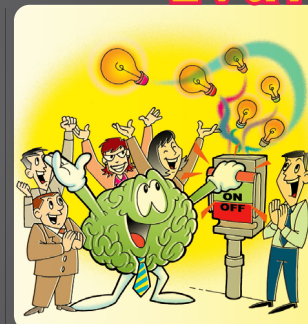
Critique, don't criticise. Reward effort, recognise 'failure' is not fatal.



Reaping

The invention becomes an innovation: moving from ideas to cash!

Focus is placed on market penetration and revenue generation.



Actualisation

Start activating the evaluated ideas.

Actualisation is not an end in itself but the genesis of fresh ideas.

OATS: The Recipe for Creating a Culture of Innovation



Openings
Opportunities
Open-Door
Policies

The organisational culture must continually create openings and opportunities for personal growth and career advancement. Open-door policies enable senior executives to be accessible to the workforce to establish rapport at all levels, empathy in interactions, and meaning in how each life connects, with value, to one another, and to the corporate vision.



Autonomy,
Action,
Ascension

An autonomous culture inspires a sense of freedom, whereby one feels empowered to be an active part of the action; it stimulates ascension through 'expanding', 'extending', and 'evolving' the diverse elements within the organisational ecosystem.



Time
Timing
&
Trust

In a high-velocity world, events are occurring in 'unreal' time. Yet, we need to slow down in order to move fast. People must be given time to think, experiment, and reflect. They must also be given the freedom to plan success strategies with effective timing. Most of all, we must inspire trust, built on foundations of truth, from which respect and commitment are born.

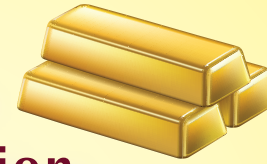


Start new
conversations
Seek new
perspectives
Spark new
passions

Creative conversations are infused with a sense of wonder. They stimulate new perspectives via aroused imaginations. They accentuate the positive, and celebrate the negative, looking within them for opportunities. Uninspiring organisations create passionless workforces. Immortal longings arise in passionate people, creating enclaves of excellence, infusing hearts with hope, happiness, and harmony.



In the Cosmos of Creativity, your ROI =
Return on Imagination Return on Innovation
Return on Intuition Return on Ideas



A Culture of Innovation starts with being open to ideas; this creates momentum for oases, then oceans, of ideas!

Creativity is the crucial variable that transforms knowledge into value. Ideas built the Pyramids of Egypt, the Gardens of Japan, the Cathedrals of Europe. Megacorporations like Apple, Google, Microsoft, and Samsung were propelled into prominence via the high-octane components of ideas!

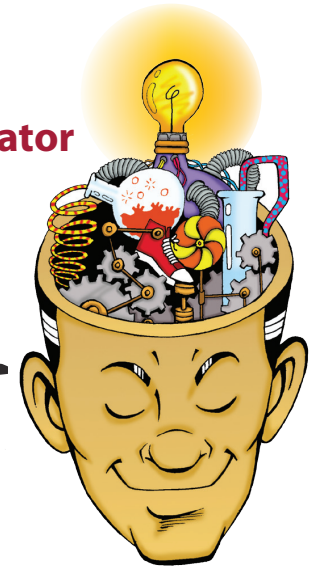
From a Wasteland of Ideas



to a Perpetual Idea Generator



the Bridge to Future-Readiness



In the phenomenon of 'creative destruction', it is important to note that the 'destruction' is but a making way for constant re-creation.

Nothing is destroyed, but everything is metamorphosed.

The creative journey begins with 'seeding'. Here, we are vulnerable to hostile forces, but through nurturing, we 'overcome' the onslaught of negatives and break through into fresh territory: 'achieving'. 'Rejoicing' is re-creation through recreation, and celebration of celebration! But we must press on and re-invest the outcomes of our successes by 're-seeding' for creative evolution to march on. Such are the cycles of life, and equally applicable to what should be natural within organisations.

Stay curious. Keep questioning all the way.



The Creative Pathway for SOARR-ing to Success!



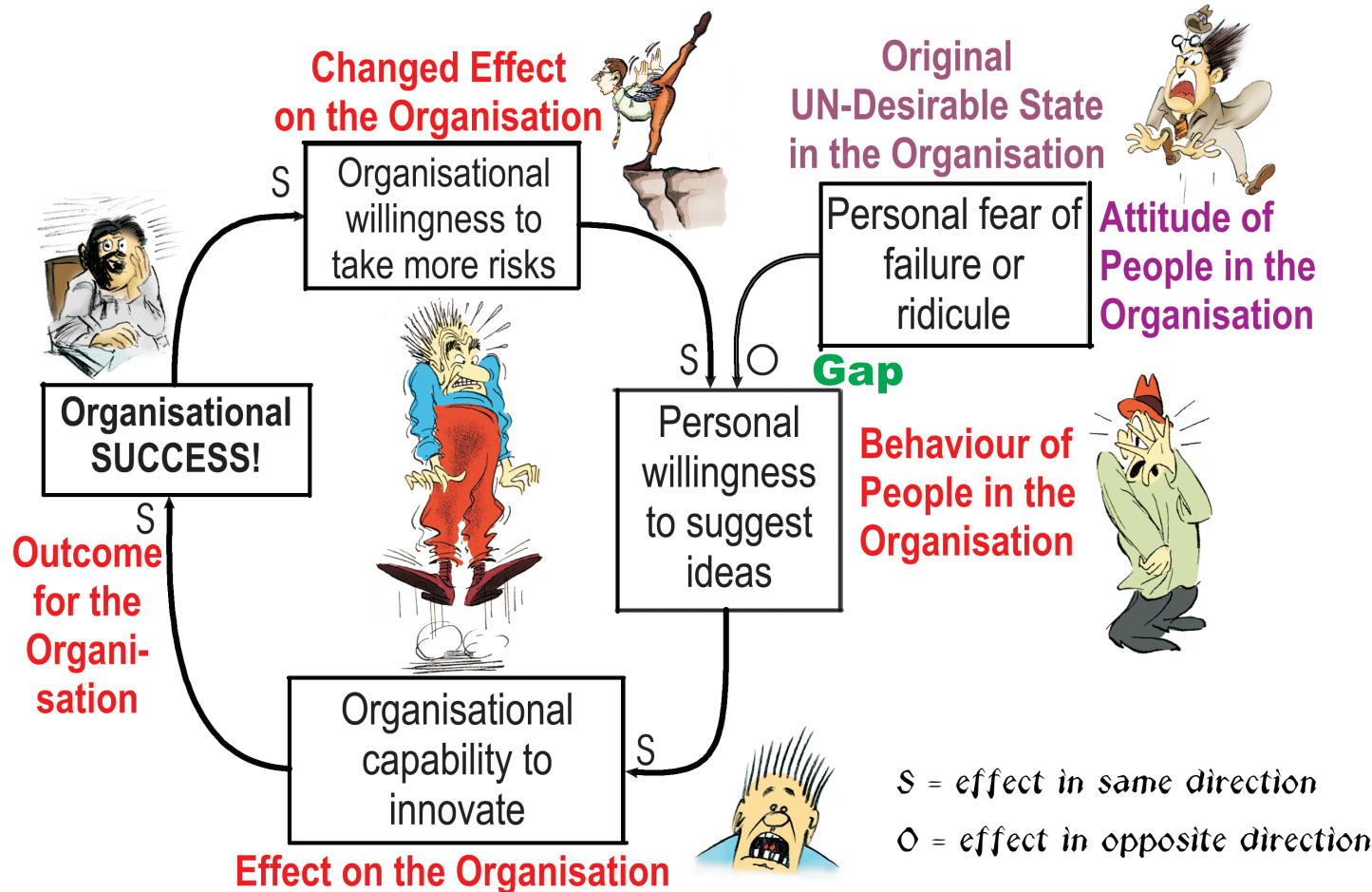
Has the "management" of your enterprise hit the limits of improvement? How is your organisation able to cope with the global mind-flux that is at play? How do you deal with ADD: Ambition Deficit Disorder? Has fear trumped freedom?

Drive Out Fear, or Be Driven by Fear!

Fear is one of the most inimical elements within the alchemy of corporate consciousness. To sow a corporate vision for success to happen, we cannot remain besieged by discouragement, guilt, and fear. The 13th c. Persian Sufi poet Rumi wrote: "What a piece of bread looks like depends on whether you are hungry or not." Poor children see coins as bigger than richer children. Would not the sight of a beautiful garden be entirely different to a child, to a poet, to a condemned man, to a lover? To a business executive? To someone living in fear?



How Personal Fear Can Throttle Organisational Innovation



Mistrust demoralises,
Fear paralyses.
Result: a non-innovative culture!

CHANGE DYNAMICS IN A NON-INNOVATIVE CULTURE



Failure to FINISH



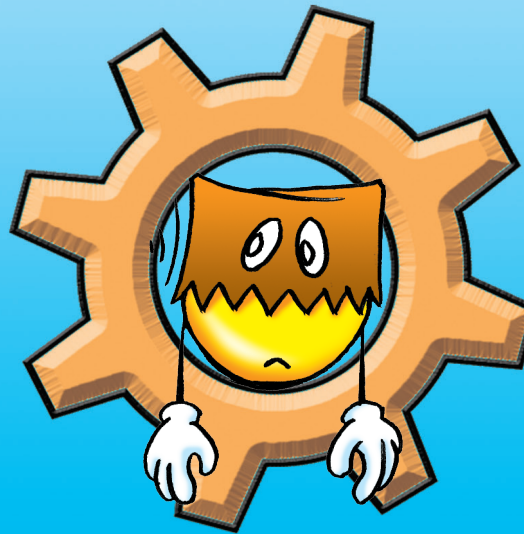
DOING THE RIGHT THING WELL

REACTIONS when there is a 'failure to see':

1. Deny the new reality
2. Do even more of what you know (the old thing)

Failure to SEE

CONCEIVING



BELIEVING

REACTIONS when there is a 'failure to move':

1. Reinforce dysfunctional patterns & mental models.
2. Remain resolutely with vulnerabilities (previous strengths)



DOING THE RIGHT THING POORLY



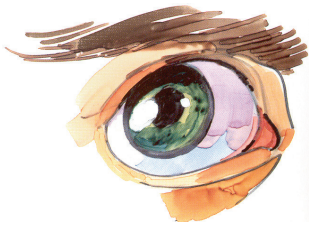
DOING THE WRONG THING WELL



Today, very good is no longer good enough; we have to be outstanding.



In too many instances, people are not being educated, they're just being tested for levels of obedience. Is it simply all about memorising short-term what we are told, and regurgitating it? The ugly reality in the workforce is often reflective of the worker bee, where the vital quality is blind obedience, not fresh thinking! Education should be liberation, not indoctrination! And so should all work.



Move from E-go to WE-go!

Stress



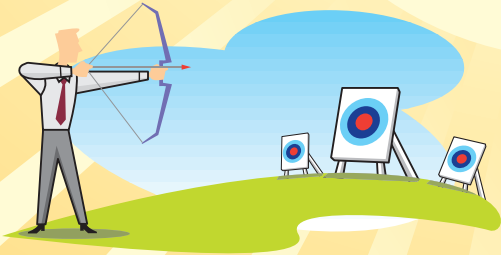
Strength



SUCCESS



Factors that will get you a Return on Imagination



Develop Focus



Have a Philosophy of Life



Have Confidence



Develop Convictions



Make Choices



Practise Daring

Think strategically and systemically. Follow up and follow through!



ORGANISATIONAL INSIGHTS FROM SYSTEMS THINKING

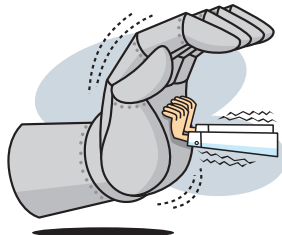
Is your organisational culture constructive or constrictive?



Small changes can produce BIG results



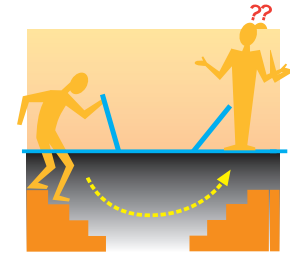
Today's problems come from yesterday's solutions



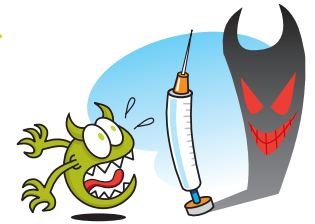
The harder you push the harder the system pushes back



There is no blame; finger-pointing leads back to the accuser



The easy way out usually leads back in



The cure can be worse than the disease



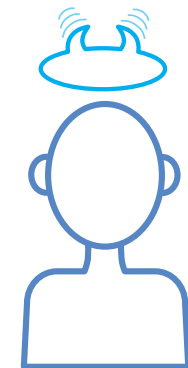
Faster can be slower



Dividing an elephant in half does not produce two small elephants



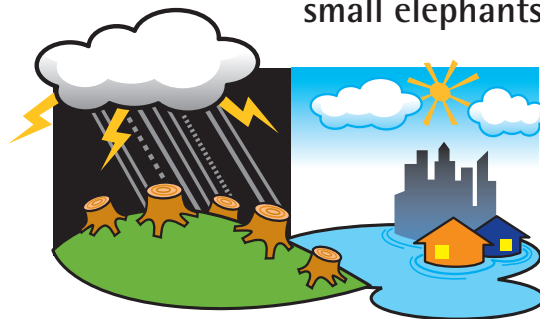
You can have your cake and eat it too but not at once



Behaviour grows better before it grows worse



Cause and effect are not always closely related in time and space



It is not linear, line-by-line thinking, but 'multilinear', circular, spiralling, looped, thinking, that is the structuring force of society. These pages depict crucial insights from these domains.

A system is a group of interacting, interrelated, and interdependent elements forming a complex whole.



VISUAL LEARNING INSIGHT CAPSULES

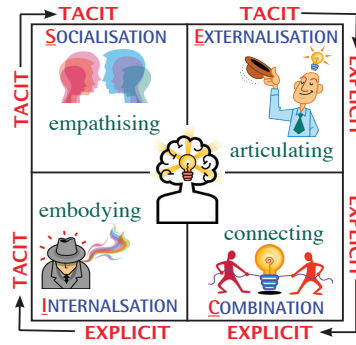
sharing tacit knowledge via face-to-face communication or shared experience , e.g. an apprenticeship, or as an understudy

closely linked to learning by doing, the explicit knowledge becomes a part of the individual's knowledge base (e.g. mental model) and becomes an asset for the organisation

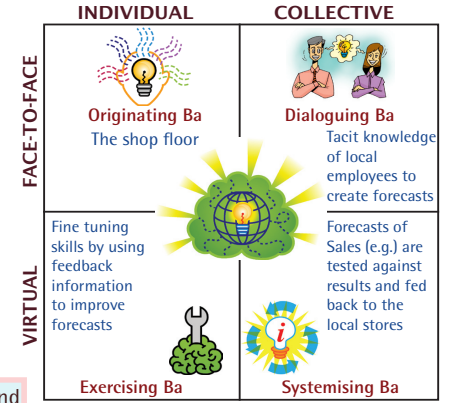


selecting and filtering experience by blocking out some parts

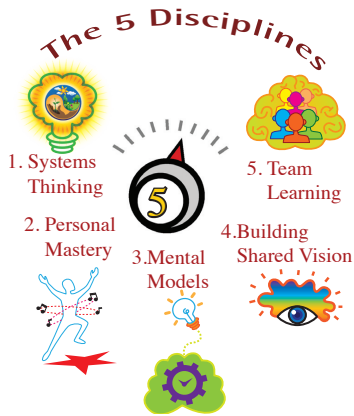
The linearity of this concept can be challenged: can one jump steps? can the flow go counter-clockwise?



To effectively manage knowledge creation and exploitation, a company has to 'map' its inventory of knowledge assets. Cataloguing is not enough: knowledge assets are dynamic, and new knowledge assets can be created from existing knowledge assets.

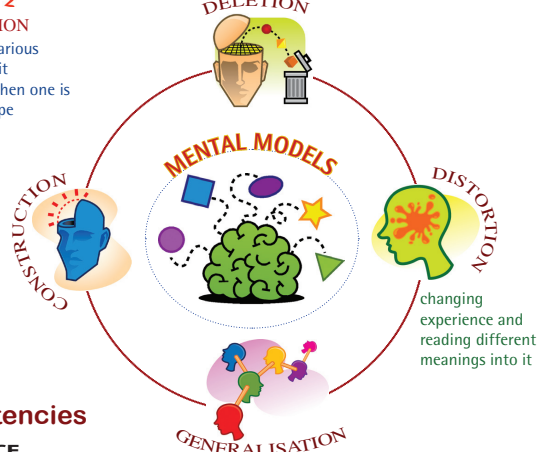


4 CATEGORIES OF 'BA'
'Ba' ~ a shared context in which knowledge is shared, created, and utilised through interaction



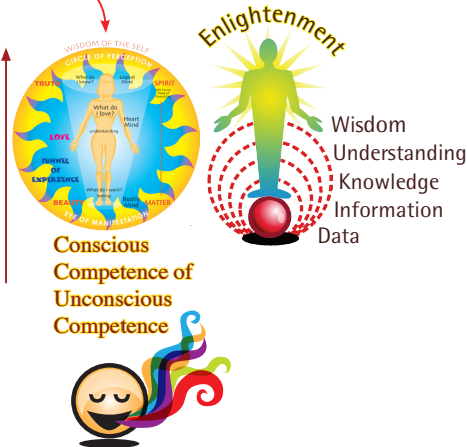
COMBINATION
combinations of various elements of explicit knowledge as in when one is building a prototype

creating something that is not there



The Matrix of KCA-Relevant Competencies

	INCOMPETENCE	COMPETENCE
UNCONSCIOUS	<p>You don't know that you don't know.</p> <p>Your confidence might exceed your abilities.</p> <p>You may not be a successful innovator, but you could strike lucky (ideas) via happy 'accidents'</p>	<p>You don't know that you know.</p> <p>You exude a quiet confidence that shows 'learning leadership'.</p> <p>You are capable of peak performances</p>
CONSCIOUS	<p>You know that you don't know.</p> <p>Your confidence might drop knowing that your abilities need to be upgraded.</p> <p>You may be tentative as an innovator, but a positive learning attitude will inspire you to start ideating.</p>	<p>You know that you know.</p> <p>Your confidence rises as you translate learning into behaviour!</p> <p>You can contribute good ideas as an innovator.</p>



<p>EXPERIENTIAL KNOWLEDGE ASSETS</p> <p>Tacit Knowledge via common experiences</p> <ul style="list-style-type: none"> * skills & know-how of individuals * care, love, and trust * energy, passion, and tension 	<p>CONCEPTUAL KNOWLEDGE ASSETS</p> <p>Explicit Knowledge articulated through symbols, images, and languages</p> <ul style="list-style-type: none"> * product concepts * design * brand equity
<p>ROUTINE KNOWLEDGE ASSETS</p> <p>Tacit Knowledge routinised in actions and practises</p> <ul style="list-style-type: none"> * know-how in daily operations * organisational routines * organisational culture 	<p>SYSTEMIC KNOWLEDGE ASSETS</p> <p>Systemised and packaged Explicit Knowledge</p> <ul style="list-style-type: none"> * documents, specifications, manuals * database * patents and licenses

4 CATEGORIES OF KNOWLEDGE ASSETS

THE JOHARI WINDOW



PERSPECTIVES ON CREATIVE DESTRUCTION



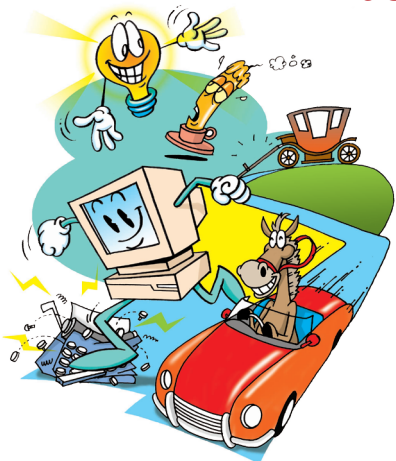
Are you creative enough to meet the challenges of the Third Millennium?

Corporations and capital markets differ in their attitudes towards the forces of creative destruction ~ specifically, in the way they enable and manage this phenomenon. Corporations focus on operations. They aspire to function perpetually as 'going concerns', and thus work on the assumption of continuity. Capital markets have no such concerns they function on the presumption of discontinuity; their focus is on creation and destruction. Whilst corporations may tolerate long-term underperformance, markets have no qualms about annihilating the underperformer. Outstanding corporations might stand out amongst the downtrodden, but unless they become perpetual learning organisms, the very processes that led them to success will anchor them to failure.

The choice for organisations: **change, on your terms, or be shortchanged on the market's terms!**

Joseph Alois Schumpeter, the great Austrian-American economist of the 1930s and '40s, called the process of creation and renewal **"the gales of creative destruction."** With today's commercial challenges, few corporate leaders have the vision, energy, or time to control the processes of creative destruction, especially at the pace and scale necessary to compete with the market. Yet this is precisely what is required to sustain long-term performance excellence in ever more volatile markets.

(J. Schumpeter, *History of Economic Analysis*, Allen & Unwin, London, 1954)

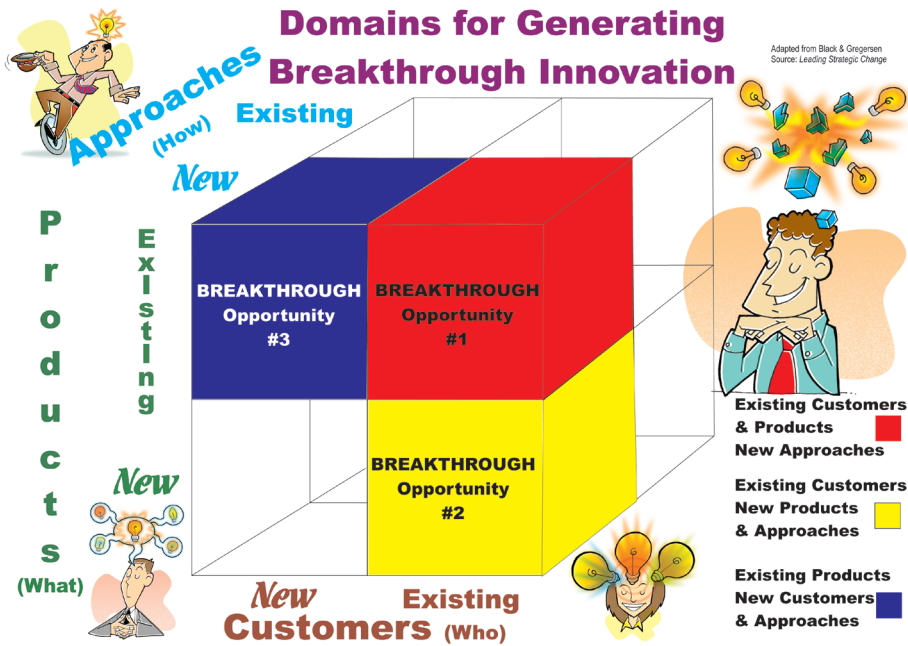


The best ideas are a multiplicity of ideas, constantly interacting in a ballet of balance, counterbalance, and feedback loops, very much the way our sex hormones function.

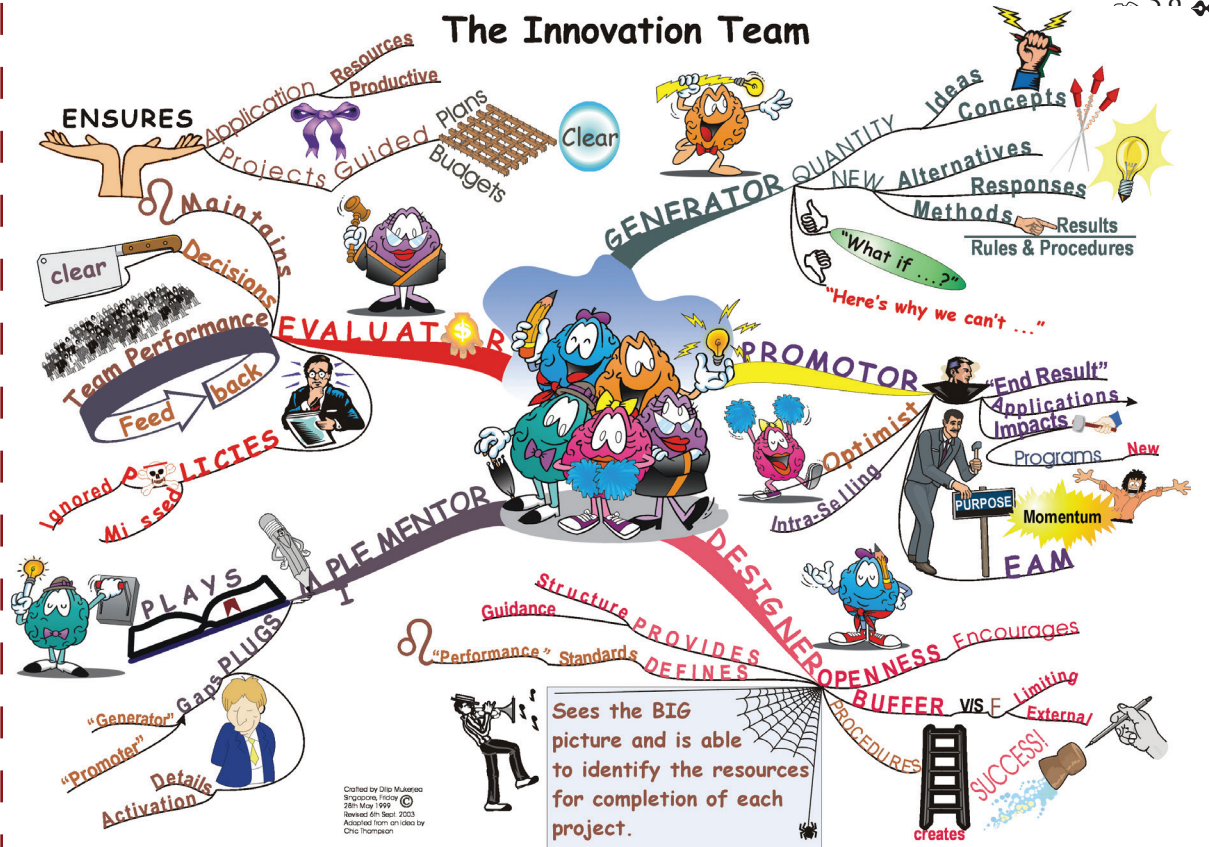
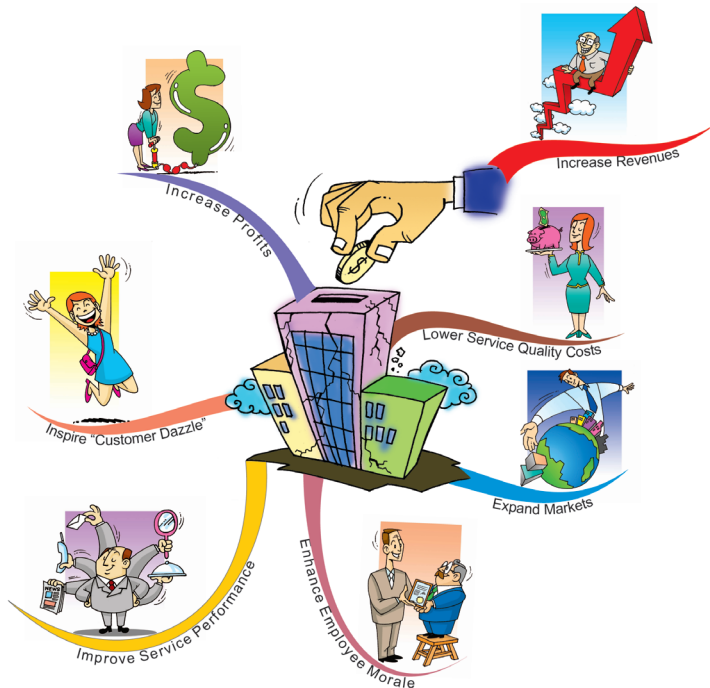
Strategy Map for Moving Ahead



Tendency is not destiny. Hope is not a plan.



Innovating to outperform Business Objectives



The Innovation Team consists of five members:

THE GENERATOR: This individual churns out ideas and concepts, regardless of quality. The focus is on quantity.

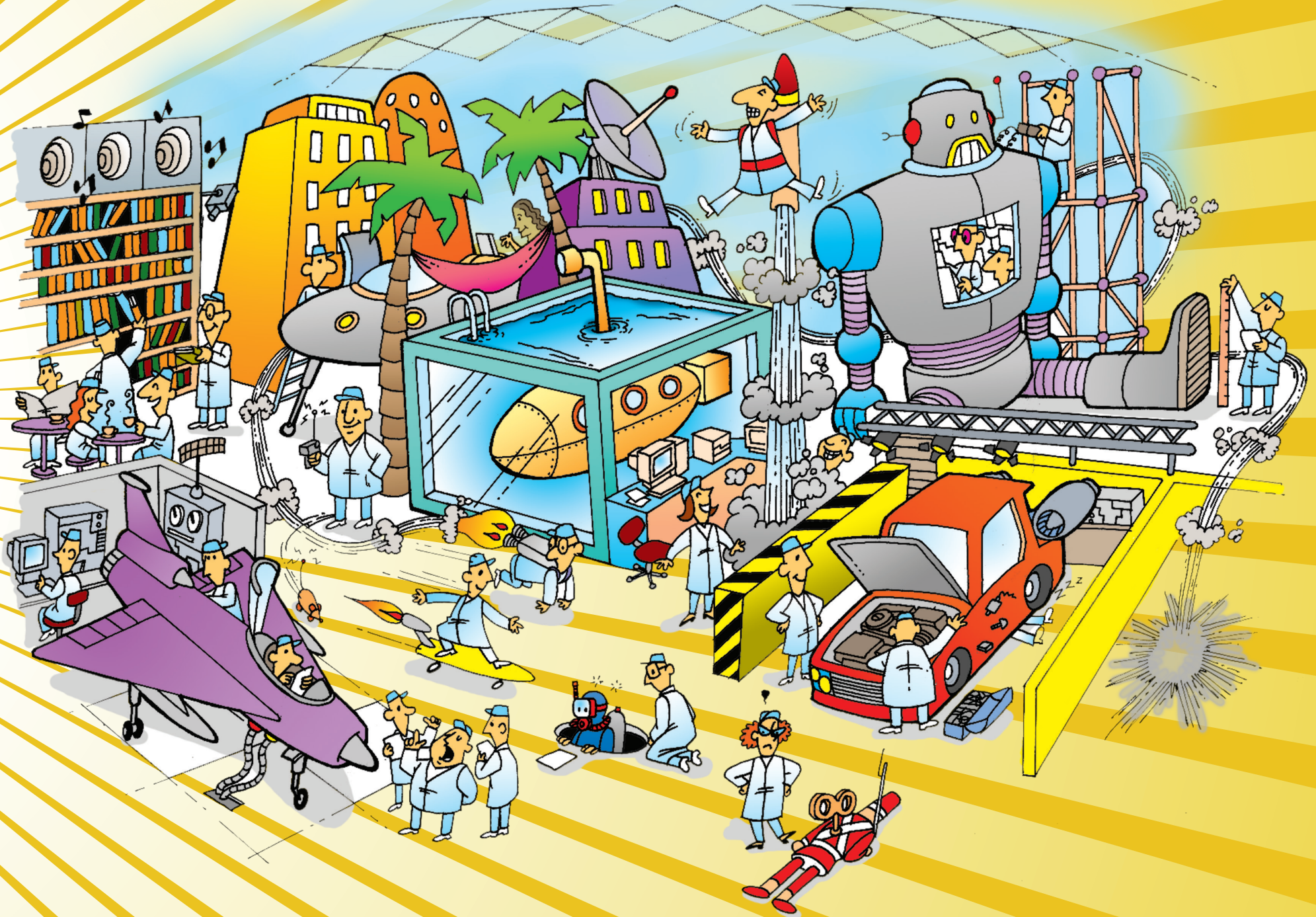
THE PROMOTOR: An eternal optimist, this person is busy with inter-selling. Using the ideas from the Generator, he or she looks at the end result, future applications.

THE DESIGNER: In being able to see the big picture, the Designer provides structure and guidance, and is able to identify the resources for completion of each project.

THE IMPLEMENTOR: Once the process has moved from Generator to Promoter to Designer, we arrive at the Implementor. He or she plays strictly by the book. Gaps created, especially by the Generator and/or the Promoter, are plugged, and the activation of all details pertaining to the ideal are overseen.

THE EVALUATOR: The final stage sees the Evaluator in action, an individual capable of making clear-cut decisions. The productive application of all resources, and clear guidance for all project plans and budgets, are attended to by this crucial member of the innovation team.

INNOVATION HABITAT



The Innovation Habitat: Corporate Ecology

Effective team collaboration is inspired via facilities, interior and exterior, that accelerate idea interchange. For example, Nike have invested in an Innovation Centre infused with the spirit of competition. It is designed to facilitate nose-to-nose collaboration. The green-glass Michael Jordan Centre, in Portland, Oregon, USA, is a maze of atriums, concourses, and open plan areas for innovation teams to swarm spontaneously: (here, swarm = creative clusters). Such an environment generates relaxed, yet high-velocity, on-the-fly, informal meetings between engineers and scientists, or chemists and marketers, igniting spontaneous ideas via innovative conversations.

Corporate Ecologists = professionals who study the effects of building design and workspace layout on team productivity and collaboration.

IMPORTANT NOTE 1: Collaboration is NOT coordination! Pyramidal (top-down) organizational structures are often unsuccessful because they engender compliance, not commitment. The lower levels of the pyramid may behave cooperatively, in coordination, for various reasons (one being fear!), but because of a lack of commitment, their coordination excludes collaboration. Performances then become jerky, awkward, and bedeviled with stop-start scenarios. Thus, coordination is antithetical to collaboration. The problem stays with the manager, instead of with the team. Solutions remain elusive!

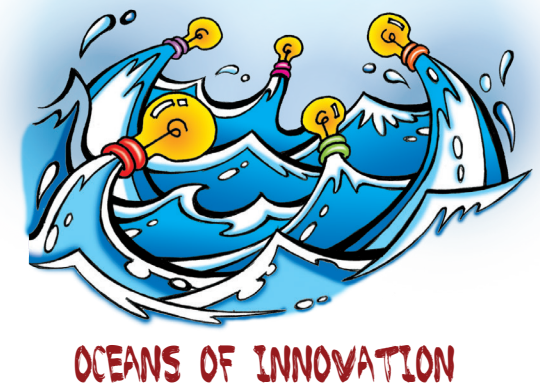
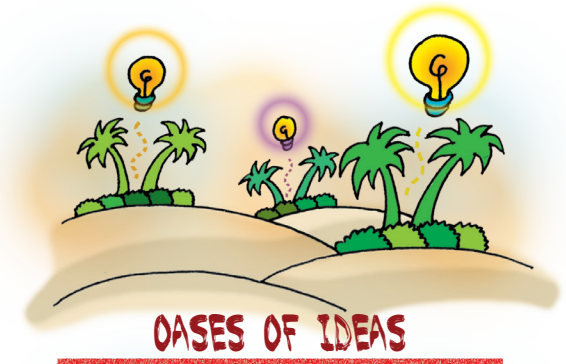
IMPORTANT NOTE 2: Research conducted by MIT's Tom Allen reveals that collaboration in a department collapses when there is a separation of as little as 5 metres between staff. If the separation increases to 10 metres, the likelihood of two people communicating plummets to ten percent of that of two people separated by five metres. This is despite the advent of e-mail and video conferencing.

In a complex innovation setting this could be disastrous! For high levels of creative collaboration, consider tearing down walls, floors, or even buildings that interfere with creative conversations directed at innovation visions.

Collocated Clusters

Collocate = to place together: to set: to arrange.

The runaway leaders in collocated scenarios are Honda, possibly the swiftest innovators vis-à-vis the rest; they are unquestionably the fastest (cycle-time) automotive business in the world. Honda's unique management systems emerge from a fast-paced innovation strategy, born within what they call the 'Joint Boardroom.' Directors and executives locate themselves within a single, large room. They assume positions at different tables, amongst different teams. This evokes urgency and insurgency. The open physicality creates a spontaneous, happily competitive atmosphere that encourages free discussions on diverse issues. Incomparable productivity emerges via idea-breeding and idea-harvesting where colleagues, partners, and customers, share enriched experiences from their exploratory presence at exhibitions, conferences, competitions, and from their knowledge of practices within award-winning companies. This ensemble of refreshing, first-hand wisdom, when thrown into the melting pot for open discussion, gives birth to the highest levels of innovation in a continual stream of full-throttle ideation. In this way, team building happens on the front line as well as at the highest levels; the mix gives birth to innovation hyperteams!





Innovation Survey

EVALUATING YOUR CORPORATE IQ (Innovation Quotient)

THE CHOICE FOR LEADERS AT ALL LEVELS: INNOVATE OR ABDICATE!

(Please answer 'Yes' or 'No' for each question)

- 1) In your organization, if new ideas are in short supply, is it seen as a problem?
- 2) If standard operating procedures are the driving force behind all the corporate decisions in your organization, is it seen as a problem?
- 3) Has your organization embraced innovation as a life force?
- 4) Do ALL the members of your organization know that a culture of continual innovation is the only way to thrive in the marketplace?
- 5) Are your people tuned in and switched on to the challenges of working in real (unreal) time?
- 6) If you are not working in 'unreal' time, do you realize that you will be out of business in no time?
- 7) Does your workforce know the meaning of the terms: creativity, innovation, creative destruction, creative abrasion, re-engineering, cross-engineering?
- 8) If your organisation's policies are designed on the principle of slash-and-burn management, do you see that it is counter-productive to fostering a climate for innovation?
- 9) Do your people feel safe to express divergent ideas, and do these ideas, if any, have a mechanism (a conceptual conveyor belt) to move them into action?
- 10) Do you acknowledge that your organization will rapidly decay if it is not constantly pursuing a policy of innovation?
- 11) Do you see the danger if your profits come only from spending down past successes?
- 12) If your organization is living off a solitary great idea, does it know that it is the corporate equivalent of dead stars ~ some sparkle, but cold at the core?
- 13) Have you realized that if you remain locked in to your original business model, burnout is only a matter of time? That the choice is: Innovate or incinerate!???
- 14) In order to propagate innovation, does your organization have a culture that enables ideas to be continually unlocked from across its workforce?
- 15) Do your people know that innovation is not an event but a culture?
- 16) Do you see the danger in having a corporate climate that stifles growth by cutting off intellectual oxygen, discouraging change, and demanding blind conformity?



Is your
organisational
culture
constructive
or
constrictive?



- 17) Are the leaders of your organization orchestrators, collaborators, and facilitators of an innovation culture?
- 18) Does your organization have Innovation Teams to translate ideas into action?
- 19) Have the leaders of your organisation harnessed the creativity, energy, and commitment of every member of the enterprise?
- 20) Do you have an innovation policy that delivers on the Triple Bottom Line: economic prosperity, environmental well-being, and social justice?
- 21) Do your people know that value today lies in wetware (brains) and not just in hardware?
- 22) Do your people know about 'flow' and how to deliberately achieve this super-creative state?
- 23) Whilst you may be aware that growth entails risk, do you know that not growing is the biggest risk of all?
- 24) Do your leaders harness the imagination of your people?
- 25) Does your organisation have an effective innovation system that can spot talent, identify opportunities, assemble smart teams, allocate time and other resources, and set direction in order to remain continually viable for the long-term?
- 26) Do your leaders have a business case for passion, one that translates motivation into money?
- 27) Do your people have the freedom to fail, and know that upon reflection, we learn far more from failures than from successes?
- 28) Are you aware that your organisation's capacity for innovation will shoot up if you have more people who can learn more in a shorter time?
- 29) Do your people know that by not continually questioning the status quo there is no status to their quo?
- 30) Aside from focus on continuous improvement, do you have a culture that gives and accepts periodic and unpredictable shocks to the system?
- 31) Do you accept that information is not good enough ~ we need ideas and imagination to create impact and help us see into the darkness?
- 32) Are your people aware of the value in knowing what they don't know they don't know?
- 33) Beyond intellectual capital, do you recognize and act on the value of imaginative capital, so as to reap a Return on Imagination (ROI)?



Score 3 points for each YES answer and add one to the final total for completing the questionnaire.

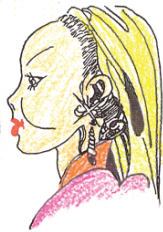
Your Score: _____ If you obtained less than 90%, your organization must act *now* in order to remain relevant. The Choice: **Innovate or Incinerate!**

"Innovation & Entrepreneurship" Tribute to Peter Drucker: The Sage of Business Wisdom

"CREATIVE IMITATION" - term coined by Theodore Levitt, HBS.

Strategy: 'imitation' in substance but 'creative' because the entrepreneur applying the strategy understands what the 'imitation' represents better than the people who made it and who innovated ~ it waits until somebody else has established the new, but only 'approximately'; then it goes to work.

"ENTREPRENEURIAL JUDO" aims first at securing a beachhead, and one which the established leaders do not defend, or defend half-heartedly. Once the beachhead has been secured, i.e., once the newcomers have an adequate market and an adequate revenue stream, they then move to the rest of the beach and finally to the whole island. Rarely do the established leaders manage to change their own behaviour before the newcomers have taken over the leadership and acquired dominance!



TRIBUTE TO PETER DRUCKER The Sage of Business Wisdom

PETER DRUCKER The Sage of Business Wisdom

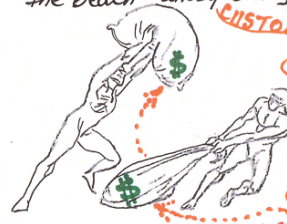
© DZLP Saturday 28 Jan '06 SINGAPORE



"SUCCESSFUL INNOVATORS are conservative. They have to be. They are not 'risk-focused'; they are 'opportunity-focused'."

"THE ENTREPRENEUR always searches for change, responds to it, and exploits it as an opportunity." DRUCKER

CUSTOMER BEHAVIOUR AFFECTS Society economy



COSTS RISKS

EXPERIENCE INGENUITY KNOWLEDGE SKILLS

MARKETS DRIVEN FOCUSED



UNEXPECTED SUCCESS FAILURE EVENT
INCONGRUITIES GAPS DISCREPANCY DISSONANCE
INDUSTRY MARKETPLACE
"What ought assumed to be" "What is"

PROCESS NEED LINK WEAK MISSING
INTERNAL CUSTOMER vs INDUSTRY
EXPECTATION TECHNOLOGICALY ECONOMICALLY
CHEAPER FASTER POSSIBLE
PRODUCTS NEW COMPETITORS MORE
EXPLOITATION TECHNOLOGY MATERIALS

STRATEGIES
DEMAND PIONEERS
SUCCESSFUL PIONEERS
ANALYSIS create x existing
OPPORTUNITIES vs DEMAND
VALUE ADAPTING PRICING
MARKET "THE SPECIALTY SKILL" "THE DELIGHT" "THE ECOLOGICAL NICHE"

"RUSTEST WITH THE MOSTEST" "BUT WHERE THEY ARE" "THE MOSTEST"
PREMIUM PRICE DELUSION
ENTREPRENEURIAL JUDO
OPTIMISATION
"CREAM" MARKET
NIAH SYNDROME
RELIEF

MARKETS CUSTOMERS eg IBM SELKO P&G J&T
PRODUCERS Products
PERFECTION POSITIONING
STARTS VIA
CREATIVE IMPROVEMENT enhancement substance

MARKET LEADERSHIP
INDUSTRY
SOCIAL ECONOMIC
CUSTOMER'S REALITY PRODUCT DIFFERENTIALLY
DELIVERING VALUE

DON'T FACTORS
FUTURE CONCEPTUAL PERCEPTUAL
PURPOSEFUL SYSTEMATIC
LEVERAGE
MULTITASK
TESTING AGAINST REALITY

MARKET "THE SPECIALTY SKILL" "THE DELIGHT" "THE ECOLOGICAL NICHE"
"THE CHANGING VALUES & CHARACTERISTICS"
"THE ECOLOGICAL NICHE"
"BUT WHERE THEY ARE"
"THE MOSTEST"

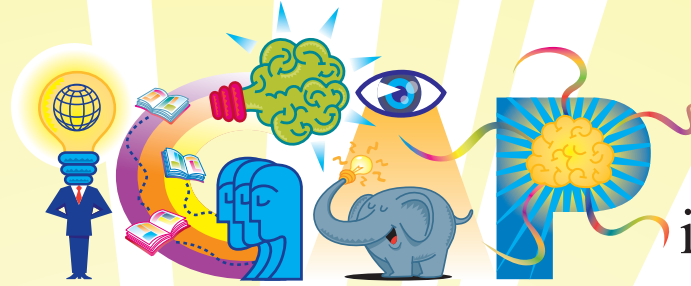
MARKETS DRIVEN FOCUSED
EXPERIENCE INGENUITY KNOWLEDGE SKILLS
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MARKET "THE SPECIALTY SKILL" "THE DELIGHT" "THE ECOLOGICAL NICHE"
"THE CHANGING VALUES & CHARACTERISTICS"
"THE ECOLOGICAL NICHE"
"BUT WHERE THEY ARE"
"THE MOSTEST"

SONY LITIBANK eg

BRAIN CAPITAL CREATION SEMINARS UNDER THE BRAINAISSANCE MANDATE

The



italism Seminars



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BRAINDANCING



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Brain Tales



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I-CAP will get your brain bubbling with ideas!
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Using The World's Most Powerful Learning Systems!

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Become Future-Ready!

Using The World's Most Powerful Learning Systems!

Are you burning out... lost for ideas?

Are you able to use a crisis to inspire innovation? Innovate or Incinerate!

- ☉ Measure your Innovation Quotient (IQ)
- ☉ Boost your insights-into-action capability
- ☉ Enhance market sensitivity
- ☉ Build an adaptive and agile organisational culture

HIGHLY INTERACTIVE, INFORMATION-RICH, FUN-FILLED, AND FAST-PACED!

Guaranteeing you a Return On Innovation

The Creative Brain Quintet of Books

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by Dilip Mukerjea

STRATEGIC VISIONING

BRAINAISSANCE PROGRAMMES

USING HIGH-IMPACT LIFESCAPES to craft Unimpeachable Answers to Marketspace Confusion!

via The World's Most Powerful Learning Systems!

Are YOU learning as fast as the world is changing?
Are YOU agile enough to boost growth and profits?
Are YOU exploiting opportunities?
Are YOU living your life out loud?
Are YOU resourceful enough to know where to compete and how to win?

Becoming Future-Ready!

- ★ Understanding Dilemmas and Changing Your Game-Play!
- ★ Developing Strategic Response Capabilities
- ★ Designing & Developing Projects from aspiration to actualisation
- ★ Designing Innovation Blueprints for your business, life, and career

Savour the exhilaration of LIFE:

Leadership
Innovation
Fellowship
Entrepreneurship

Guaranteeing you a Return On Vision

Author of The Creative Brain Quintet of Books

by Dilip Mukerjea

... An example of a Business Lifescape

Notes

Imagine what you will learn...when you learn to imagine.

NOTE: Special tailor-made seminars are also designed for specific needs.

CORPORATE TALEBLAZERS

BRAINAISSANCE PROGRAMMES



MULTIPLYING VALUE via Strategic Stories:
Synergising People, Profit, Planet, and Purpose for Winning Outcomes.

Using The World's Most Powerful Learning Systems!

- ✦ Moving from e-go to WE-go!
- ✦ Compounding Value Propositions!
- ✦ Transcending the Competition!
- ✦ Enabling Premium Pricing!
- ✦ Amplifying Stakeholder Value!



Guaranteeing you a Return On Stories

Becoming Future-Ready!

by Dilip Mukerjea

Author of The Creative Brain Quintet of Books



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BRAINAISSANCE PROGRAMMES



PASSIONTATIONS®

The only operating system to "woo" (winning others over) with Strategic Persuasion!

Using The World's Most Powerful Learning Systems!

Highly interactive, practical strategies that incorporate...

- ✦ What's your **HOOK?** Is it designed for irresistible appeal?
- ✦ How's your **SPIN?** Does your audience embrace your message?
- ✦ Where's the **BUZZ?** Is there an afterglow from your brilliant delivery?



- ✦ command attention
- ✦ evoke emotion
- ✦ change minds
- ✦ inspire action

Become Future-Ready!

Think Fast, Talk Passionate, Win the Deal!



Guaranteeing you a Return On Passion

Author of The Creative Brain Quintet of Books



by Dilip Mukerjea



3-Day Seminar
Skills, Secrets, Strategies

BRAINETELLIGENCE****
 Your Brain is Your Business

The Alkido of Financial Success

THE SENSORY FIELD OF AWARENESS

The Roller-Coaster of Emotions
 Insights for Volatile Financial Times!!

FINANCIAL FACT:
 What separates the winning from the losing transactors is the way they use their most powerful financial tool: The Human Brain
 Emotions = Energy in Motion & Cash = Energy

Emotions = Cash
Emotions + Intellect = Your Winning Edge

Beat the 3 Demons of The Toxic Loop with **Mind Power = Money Power**

Brain Skills for Immediate Application

NEW UNIQUE URGENTLY RELEVANT

SuperStrategies of **by Dilip Mukerjea**
 Best-Selling Author on Brainware
 www.braindancing.com
 www.braindancingsmorgasbord.blogspot.com

BrainTrader Self-Assessment Charts

Thursday, 24th May 2012

Your BQ: BrainTrader Quotient

Maximum Value at the Rim
 Minimum Value at the Centre

Use these 11 characteristics, relate them to the numbers on the radial grid above, and plot your shape. An example shape is shown lightly patterned.

EXAMPLE	EXERCISE
1 Self-Image	1 Self-Image
2 Brain Knowledge	2 Brain Knowledge
3 EQ	3 EQ
4 Learning Momentum	4 Learning Momentum
5 Physical Fitness	5 Physical Fitness
6 Trendspotting	6 Trendspotting
7 Risk-Taking	7 Risk-Taking
8 FGH Balance	8 FGH Balance
9 Analysing Ability	9 Analysing Ability
10 Synthesising Ability	10 Synthesising Ability
11 Intuition	11 Intuition

FGH = Fear, Greed, Hope and refers to your ability to not let them unbalance you.

Shade in your self-assessment values as per the Example to the left. Then complete the BQ Radial Grid above.

WINNING EDGE CONSIDERATIONS FOR THE FINANCIAL SECTOR



Financial Capital Creation comes from Brain Capital Cultivation

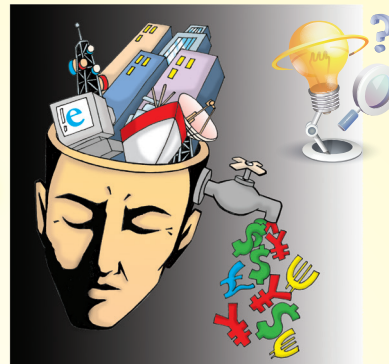
A Portfolio of Future-Ready Seminars on Brain Skills for Immediate Application from The World's Most Powerful Learning Systems

by **DILIP MUKERJEA** www.brain-dancing.com www.braindancingsmorgasbord.blogspot.com
Best-Selling Author of Books in The Creative Brain Series

REASONS FOR FINANCIAL FAILURE IN MONEY SECTORS

- ❧ there is no learning without memory: high stress causing the brain to 'downshift' and throttle the ability to remember well
- ❧ poor pattern recognition leading to mis-perception of market signals; analysis and synthesis skills compromised
- ❧ high emotional tagging leading to narrow perspectives: inability to see panoramic possibilities
- ❧ lack of competitive adaptiveness in high-volatility scenarios due to rigid, inflexible behaviour in the face of continual creative destruction
- ❧ inability to handle, and hold, large volumes of information in digestible formats: thus succumbing to information overload
- ❧ short-circuiting of the brain so as to compromise ideation capabilities: No Ideas = No Success; Know Ideas = Know Success!
- ❧ poor reading capabilities and capacities in a domain where wide and deep reading is essential to staying ahead of unstable, volatile markets
- ❧ absence of a winning 'edge' in the face of the above deficiencies!

YOUR BRAIN IS YOUR BUSINESS



Your expertise is judged by the organisation of your thoughts. Confusion immobilises. Clarity leads to action. Learn the tools that make the Fortune 100 organisations winners in a marketplace of competitive intelligence.



Today, we are in **The Learning Economy**: Education can never be as expensive as ignorance!

YOUR BRAIN IS YOUR BUSINESS

Objective

The skills of Mind Mapping®, Speed Reading with Power Comprehension, and Memory Enhancement train your BRAIN to:

- convert information into usable intelligence
- attain simple solutions to complex problems
- understand that true TQM equates directly with effective brain usage
- know that it is not 'age' but 'usage' that manifests your genius
- provide the ingredients for creating a Learning Organisation

Methodology

Fast-paced, totally interactive, and with ample opportunity to develop these skills in real time for regular future integration in the workplace. Emphasis will be on practical applications, for immediate use.

Who Must Attend

Executives at all levels and from any discipline.

Seminar Outline

Checking Your Brain



- * Test your memory
- * Measure your creativity ~ how good a problem solver are you?
- * Thought organisation ~ disentangling clutter
- * Leading through thinking ~ with formidable focus
- * Reading speed and comprehension ~ are you an efficient information processor?
- * Are you a positive thinker? Switching from negative to positive thinking with practical insights and interactive solutions.



Mind Mapping®

Dramatically increase memory and concentration via Mind Maps®



Stimulate creativity in yourself and others via Mind Maps®
Applying Mind Maps® ~ in note-taking, note-making, problem solving, speech writing, meetings, planning, and studying.

Distill immense amounts of information onto one sheet of paper.

Speed Reading & Power Comprehension

Why we read so slowly



How to immediately increase your reading speed

Boosting comprehension to merge with the increase of reading speed

Equate Speed Reading via Power Browsing, to Mind Mapping®, Splash Mapping, Flow Mapping, and Noteboarding to achieve high-speed thought organisation.



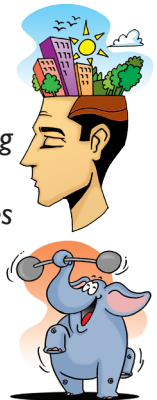
Boosting Your Memory

Understanding the behaviour of memory and capitalising on this knowledge

Stretch your memory with advanced memory techniques for a tremendous improvement in retention and recall of names and faces, data, and numbers.

How to use your memory before/during/after learning.

How to improve access to your memory when under stress.



Duration: 2 or 3 days, 0830-1830 hours/day/seminar

Cost: S\$995/person/2 days, min.24 pax S\$1295/person/3 days, min. 24 pax

Seminar Leader: Dilip Mukerjea

Venue: Arranged by Client

Creativity & Innovation in Action!!!



Creativity has been recognised as
a Strategic Business Weapon!
What are YOU doing about it?
Immerse yourself in the experience of
Surfing the Intellect

Objective

Learn and apply an entire range of creativity techniques in your work and personal life. Acquire expertise in being able to convert breaks into breakthroughs!

Methodology

Fast-paced, totally interactive, and with ample opportunity to develop these skills in real time for regular future integration in the worksphere. Emphasis will be on practical applications, for immediate use.

Who Must Attend

Executives at all levels and from any discipline in the corporate and educational ecosystems.

Benefits

Significant enhancement to an individual's creative abilities, as well as in boosting group intelligence. The acquisition of newly acquired practical skills will enable you to apply them immediately in your lives. Extremely valuable for generating ideas in organisations where brainpower has been recognised as the most valuable asset. Invaluable for enhanced flexibility in thinking prowess and formidable in creating a 'learning organisation' through the development of Intellectual Capital.

Seminar Outline

It is not the number of people in your organisation that matters; it is the number of ideas...that are being executed. Learn how to generate ideas through a range of brilliantly simple but formidably proven tools & techniques.

Are you majoring in minor matters instead of focusing on major matters? Learn how to spotlight and prioritise in creative decision-making operations.

Creativity is proportional to Disorder, Re-order, New Order. Learn how to dismantle mindsets and attain fluency, flexibility, and fluidity in confronting competitive creativity within a chaotic marketplace.

We require technological agility to survive and thrive in these perilous, gyrating times. Learn how ideas emerged to create the advances we take for granted today.

Don't play within the boundaries, play WITH the boundaries. Is your mind a coffin? Learn how to break out into areas of relevance and significance.

Work ON the system, not IN the system. Learn how to create constructive chaos for achieving 'chaordic' (chaos + order) relevance.

* How many people know about the latest software for their laptop computer but don't have a clue about the latest software for their cranial computer?

* How many people can now surf the Net but don't know how to surf their Heads? Consider InterNET v/s InterHEAD.



Your expertise in generating ideas and applying them towards innovation demands not Human Resources, but Resourceful Humans! The crucial variable that transforms knowledge into value is ~ creativity.



Duration: 2 or 3 days, 0830-1830 hours/day/seminar

Cost: S\$995/person/2 days, min.24 pax S\$1295/person/3 days, min. 24 pax

Seminar Leader: Dilip Mukerjea

Venue: Arranged by Client



Introduction

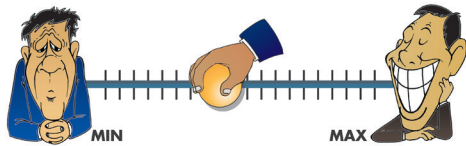
Business Design is a distinctive way of thinking, learning, communicating, and bonding. It encompasses environmental scanning, market and competitive analyses, at breakthrough levels of competence. Lifescaping offers these options, and much more. YOUR success is inevitable. (For personal applications, 'business design' becomes 'life design'...e.g. career planning).



Energise or enervate? What do you prescribe for yourself?

Lifescaping™ is an interactive experience that enables you to remain whole. It gets you to define your vision, and chart a course towards it. You achieve this by recognizing your needs, determining your values, and crafting your beliefs.

Success is inevitable.



Objective

Entrepreneurship & Leadership: Acquire a range of techniques that give shape and dimension to your life. Create a vision that needs no revision. Awaken your spirit and direct your mind towards success. Direct your attention to The Triple Bottom Line of: Economic Prosperity, Environmental Well-Being, & Social Justice. Use explicit knowledge and implicit know-how to recognise opportunity, make choices, develop focus, practise daring, have confidence, develop convictions, and craft a philosophy of life.

Methodology

Fast-paced, totally interactive, and with ample opportunity to develop these skills in real time for regular future integration in the workplace. Emphasis will be on practical applications, for immediate use.

Who Must Attend

Executives at all levels and from any discipline in the corporate and educational ecosystems. Anyone who desires to leap ahead, from confusion to profitability. People who wish to connect with the symphony of their spirits.

Benefits

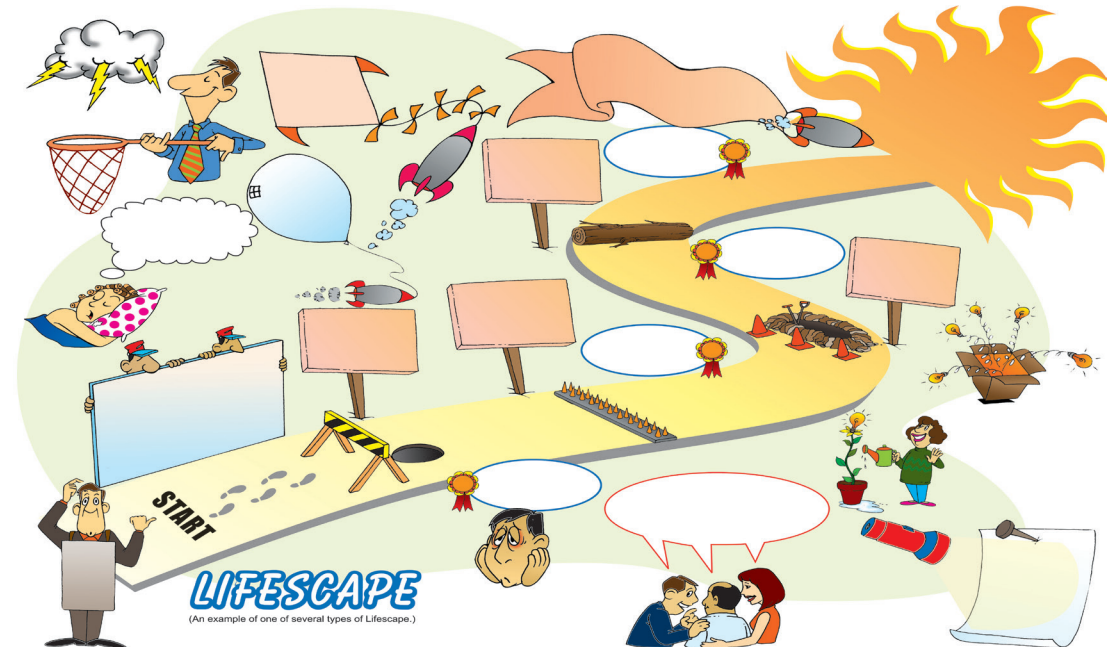
Immediate skillsets in Entrepreneurship, Leadership, and Strategic Thinking:

- translate ideas into cash;
- become creative and recreative
- move from killing yourself to skilling yourself!



Seminar Outline

- Identifying lessons from the past
- Understanding current realities relevant to markets and competitors
- Conducting 'vulnerability & opportunity audits'
- Envisioning possibilities and scenarios by charting with Lifescapes™
- Developing strategies and SMART goals
- Creating game plans
- Preparing for contingencies and risks
- Monitoring progress and growth for continual success
- Suite of techniques in creativity & innovation
- Lessons and exercises in entrepreneurial thinking
- Multiple insights on leadership across domains
- Strategic Thinking skills to move ahead from aspiration, to action, to actualisation!



Duration: 3 days, 0830-1830 hours/day/seminar

Cost: S\$1295/person/3 days, min. 24 pax **Seminar Leader:** Dilip Mukerjea

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LIFESCAPES

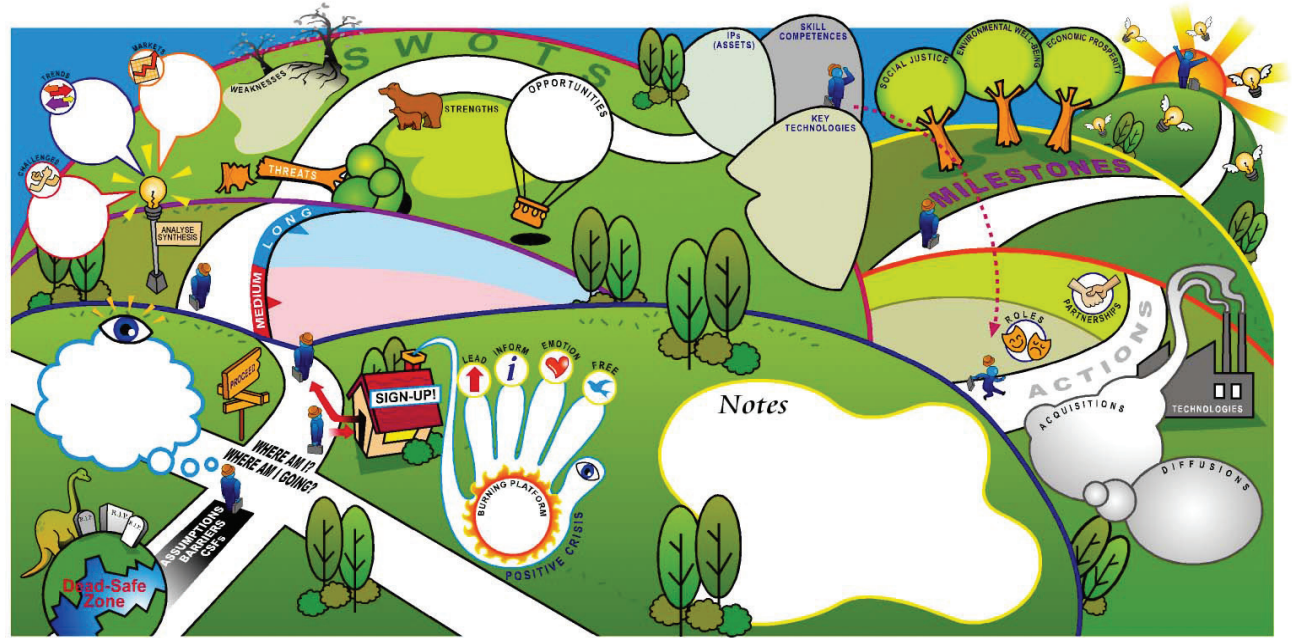
Lifescapes™ are dynamic, interactive, scenario charts for orchestrating successful personal and business outcomes. Their basic premise is that we should start processing our strategic issues not by what we are looking at, but where we are looking from.

The world is in a state of perpetual flux, and undiminished turbulence: it is no longer adequate to perform reactively; one is now compelled to learn proactively. This being the case, Lifescapes™ enable us to transfer perspectives from one context to another, seamlessly, towards multiple solutions. These pathways into the future, embedded with meaningful perceptions, are a prodigious asset in rapid-changing environments that are in need of clear, swift, thorough decision-making. In essence, it calls for a climate of constantly adaptive, individual and organizational, learning.

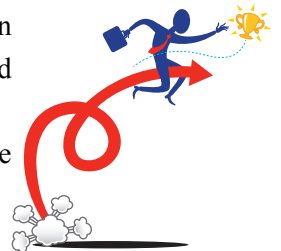
Lifescapes™ are able to flexibly incorporate diverse facets and factors that enable one to combine thinking with action, especially when dealing with uncertainty. ‘Predict and control’ policies are irrelevant in a high-velocity world; Lifescapes™ offer scenarios of the future without getting locked in to their probabilities; they are proactive thinking tools, offering anticipatory perspectives for gaining strategic advantage within increasingly unstable and unpredictable environments. The process of Lifescaping™ (plotting on Lifescape™ charts) results in real-time frameworks that allow one to understand and evaluate trends as they occur. They heighten individual and corporate perception, and enable interventions that enhance the effectiveness of desired outcomes.

Some further benefits offered by the technique of Lifescaping™ include:

- * surfacing understandings of the situation from multiple cultural perspectives
- * unveiling the differences in interpretation, intent, and meaning across group members
- * revealing the national, organisational, and professional beliefs and values of team members
- * displaying the power dynamics within teams working in different cultural settings and hierarchies



- * comingling of a rich mix of languages, religions, beliefs, and values for spotting opportunities
- * breaking through the confines of conventional wisdom into creative territory
- * making implicit assumptions explicit, thereby fostering an open exchange of ideas
- * increasing comfort levels towards change and uncertainty
- * using all the human capital available for plotting multiple perspectives
- * being a dynamic stimulus for people to think, learn, and act
- * considering the interactions among driving forces and fundamental causal relationships
- * creating a politically-safe team-learning environment for mental experimentation
- * discerning distinctions between the significant and the ephemeral
- * eliminating biases for underestimating uncertainties, and for attacking complexity
- * enabling systems thinking, by examining patterns and structure, cause and effect
- * welcoming multiple perspectives from inside and outside the organisation
- * creating a good balance between intuition and planning, overview and detail
- * recognising uncertainty as an opportunity, as a source of competitive advantage
- * testing out diverse plausible and possible outcomes



STRATEGIC VISIONING

© Dilip Mukerjea



Business and Personal Applications via Lifescaping

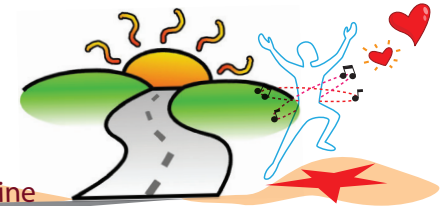
DEVELOPING STRATEGIC RESPONSE CAPABILITY

- (1) to sense a change in the environment
- (2) conceptualise a response to that change
- (3) reconfigure resources to execute the response

"Lifescapes provide the link between a wish and its fulfillment and between a concept and its realisation."



FUTURE STATE



START YOUR JOURNEY HERE

**Where am I now?
Where do I wish to go?
How do I get there?**
Strategic Questions

Emotional Driving Forces

Lessons from The Past

Environmental Scan

Market Analysis

Competitive Analysis

SWOT Matrix

PRESENT	Strengths	Opportunities	FUTURE
Weaknesses	Threats		

Vulnerability & Opportunity Audit

CURRENT REALITIES

Critical Success Factors

Are you **breaking apart** or **breaking through?**

ENVISIONING POSSIBILITIES

SMART Goals

1. Specific
2. Measurable
3. Accountability
4. Realistic & Relevant
5. Time Line & Time Table

Risk Assessment

Contingency Plans

Tasks to meet set objectives, keyed to a predetermined timeline

Continual Monitoring of Progress & Growth

An illustration of three business professionals in a meeting, with one person pointing at a bar chart on a screen.

The Game Plan

Resource Budget

Financial Analysis

Blind Spots

CRITICAL UNCERTAINTIES

The basic premise of a Lifescape is that we should start processing our strategic issues not by what we are looking at, but where we are looking from.



Somewhere out there is a bullet with your company's name on it. Somewhere out there is a competitor, unborn and unknown, that will render your strategy obsolete. You can't dodge the bullet. You're going to have to shoot first.



~ Gary Hamel: strategy guru and visiting professor at the London Business School.

A Lifescape on How to Lifescape



Step 1: Ask Key Question(s) and Identify the Focal Issue

Step 2: Be a Hunter-Gatherer of Key Forces in the Micro Environment

Step 3: Identify the Driving Forces in the Macro Environment

Step 4: Gauge the Data, Rank your Findings

Step 5: Excavate Lifescape Linkages, and Crucial Connections

Step 6: Flesh Out the Lifescapes and Synthesise Key Factors into Narratives

Step 7: Determine Implications: “rehearse the future” with the focal issue in prominence

Step 8: Track Leading Indicators: determine that they are both plausible and surprising



Braintales



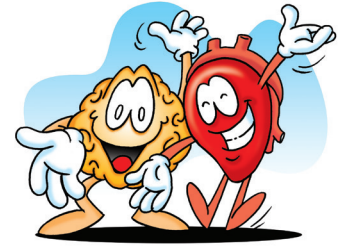
Braintales is the creative affirmation that 'Beauty lies in the brain of the beholder, and within the hearts of 'taleblazers'.

The quickest path between one person and another is a story.

Storytelling has a direct impact on:

- * building intelligence
- * enhancing communication
- * developing rapport
- * crafting strategy
- * exercising leadership
- * igniting entrepreneurship

You can't bore people into buying your offerings! Customers don't just buy products; they buy what these products and services are going to *do* for them. Braintales teaches you not just how to communicate, but to sell...via a platform of story techniques that arouse interest, build expertise, and close the sale.



Objective

How to get attention, communicate, and persuade... with eloquence, eminence, and elegance: Move ahead from apathy to attention, confusion to communication, survival to success! Via vibrancy in thinking, reading, writing, speaking, and bonding...the indispensable facets of story!

Methodology

Fast-paced, totally interactive, and with ample opportunity to develop these skills in real time for regular future integration in the worksphere. Emphasis is placed on practical applications, for immediate use.

Who Must Attend

Executives at all levels and from any discipline in the corporate and educational ecosystems. People who wish to become brilliant communicators, astute strategic thinkers, authors, editors, or publishers, and stunning high performers in their quest for the best across diverse aspects of life in what has become a world of incomparable competitive intelligence. Above all, people who do not wish to die with their story untold!

Benefits

An entire listing of fundamental benefits is given on the next two pages. Essentially, Braintales:

- Enables you to become articulate with words and imagery
- Inspires you to become a collaborative communicator and an eloquent conversationalist
- Saves you vast sums of money by establishing a culture that propagates your brand

Duration: 2 or 3 days, 0830-1830 hours/day/seminar

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Venue: Arranged by Client



Brain Tales

How do stories enable an organisation (or a society) to move ahead from strength to strength? Some Examples:

- * Storytelling invests our lives with more meaning
- * It connects us more empathetically with others
- * It stimulates and nurtures our creativity
- * It enlivens and enhances our sense of humour

- * It infuses us with courage and confidence
- * It renders our lives more memorable

Converting Parables to Profit:

Stories

- * help us create a flesh, blood, and soul environment
- * help us learn from the past
- * are effective at raising hidden issues
- * can be successful at transferring knowledge
- * help to build trust, and to command attention
- * humanise the teller, the listener, and the prevailing situation (where relevant)
- * inspire 'internal branding' about people getting things done
- * enable us to think, learn, communicate, and bond
- * help to create yearning, learning, earning organizations
- * infuse a human element into discussions (note that the crucial missing ingredient in most failed communications is humanity).
- * help people feel acknowledged, connected, less alone, and more alive.
- * tether us to something safe, thus acting as a life-preserver in a chaotic ocean of choice (which often leaves us as disembodied voices begging for attention).
- * help us to feel more than just a dot on a bell curve!

The vital issues of this world are ultimately decided by the story that grabs the most attention and is repeated most often.

The Values Embedded in Storytelling:

For the individual

- * Inspires interest in life, stimulates imagination, sharpens intellect, and propagates innovation by enhancing our ability to: think, feel, listen, speak, narrate, communicate with empathy, and above all, to understand ourselves, and thus excavate meaning from life in order to bond with one another.
- * Awakens our interest in other cultures, enlightens us with a deeper understanding of our own, and builds bridges across the oceans of consciousness that separate us through prejudice, bigotry, and fanaticism.
- * Engenders ideas via subtle shifts in contexts, whereby a pinball effect of associations can lead one from breakdown to breakthrough.

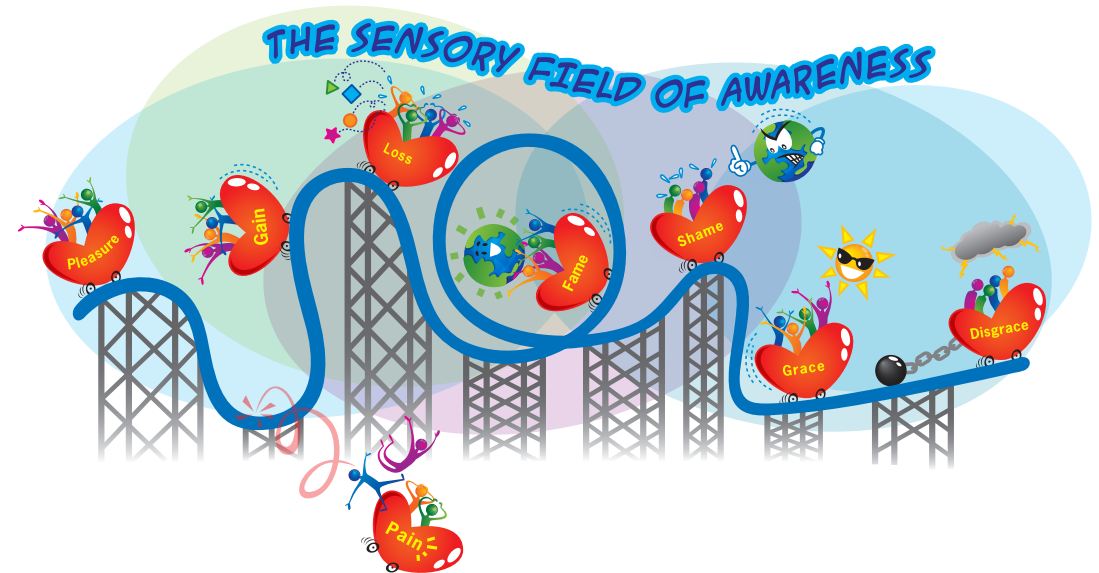
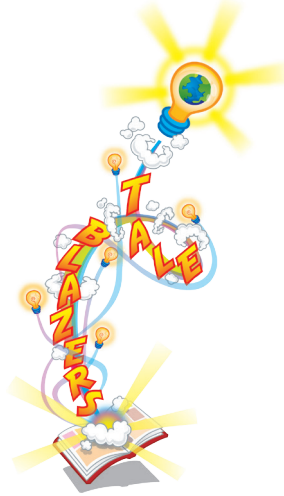
For a community, an organisation, or a nation:

- * Transforms and regulates behaviour by communicating morals, values, beliefs, and the infinite wisdom of the ages.
- * Archives history, preserves tradition, and propagates harmonious evolution for future generations to learn from past wisdom.
- * Propagates strategic thinking, leadership, innovation, and entrepreneurship via its inherent structure
- * Promotes group bonding through shared joys and sorrows.
- * Nurtures empathetic leadership whereby leaders learn to communicate in response to diverse scenarios: through their powers of storytelling, they can calm a mob, energise a nation, and turbocharge conviction in order to realise a greater good!



Join Taleblazers!

The movement that propagates success via storytelling!





Passionate Presentations are a tool for high-stakes internal and external communications. It is not just a transfer of information, but more so, a transfer of emotions! This medium will influence your important constituents and the impression they develop of you and your organization. A great, passionate presentation can seal the deal.

Business communication has revved up to a blistering pace. Poor presentations can result in perished profits! Great presentations trump all challenges by delivering your messages with the emotional muscle demanded by today's frenetic marketplace.

Every time you speak, you tell your audience who you are...and what you represent. YOU are the message. But what good is this knowledge? Knowledge isn't power; communicating knowledge with passion is.



The Main Idea:

How to present with passion, so as to

- command attention
- evoke emotion
- change minds
- inspire action



Objective

Delivering passionate presentations for outstanding outcomes! *Passionations is about the successful exchange of emotion within an auditorium...for a greater good, by YOU becoming a marquee presenter exuding eloquence via truths deeply felt, plainly stated, and powerfully delivered.*

Methodology

Fast-paced, totally interactive, and with ample opportunity to develop these skills in real time for regular future integration in the worksphere. Emphasis is placed on practical applications, for immediate use.

Who Must Attend

Executives at all levels and from any discipline in the corporate and educational ecosystems. People who wish to become brilliant communicators, astute strategic thinkers, authors, editors, or publishers, and stunning high performers in their quest for the best across diverse aspects of life in what has become a world of incomparable competitive intelligence. Above all, people who do not wish to die with their story untold!

Benefits

Passionations arms you with an arsenal of articulation assets:

- *Enables you to become articulate with distinction*
- *Inspires you to become a high-octane orator*
- *Propagates profit by gaining buy-in of your brilliance, through you being able to PERSUADE, INFORM, and ENTERTAIN!*



Seminar Outline

Imparting skills that reveal how a passionate presentation can excite the imagination with its message, visual story, and delivery; furthermore, it can

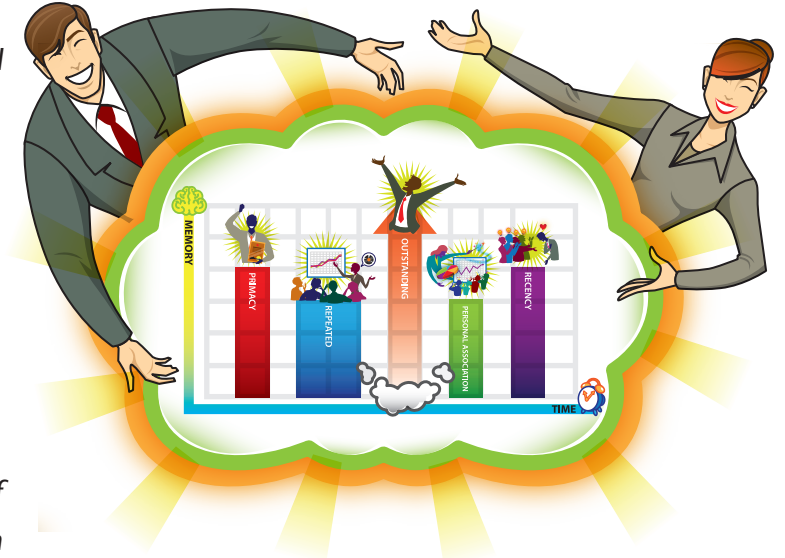
- ☛ identify—alert the audience to who they are and who they can become
- ☛ influence—shape the way they think and feel
- ☛ inspire—make them want to act!

These facets

- ☛ instill a vision
- ☛ facilitate epiphanies
- ☛ orchestrate winning outcomes



The preceding thoughts, complemented by a suite of practical, hands-on techniques, are at the core of “Passionations”. Audiences will pay attention to your delivery if you care enough about them to help them solve a problem, achieve a goal, or fulfill a need or desire. None of this is possible without passion.



The BRAINE Graph ~ Your Magic Capsule

Hands-on, highly interactive, practical strategies that incorporate a triunity of hook, spin, and buzz components as expressions of high-octane presentations.

- The HOOK is designed to build irresistible appeal...your **Magnet!**
- The SPIN charts a course for your message to be embraced...your **Manner!**
- The BUZZ is the afterglow of your brilliant delivery...a promise of prosperity...your **Music!**

The material draws on fields as diverse as persuasion and social psychology, advertising, kinaesthetics, engineering, politics, linguistics, public relations, and visual design. In essence, your presentations from now on will have BITE, so that they BRING in rewards, because you are able to BEDAZZLE your audiences with your BRILLIANCE!

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The only hard and fast rule is to speak from the heart!



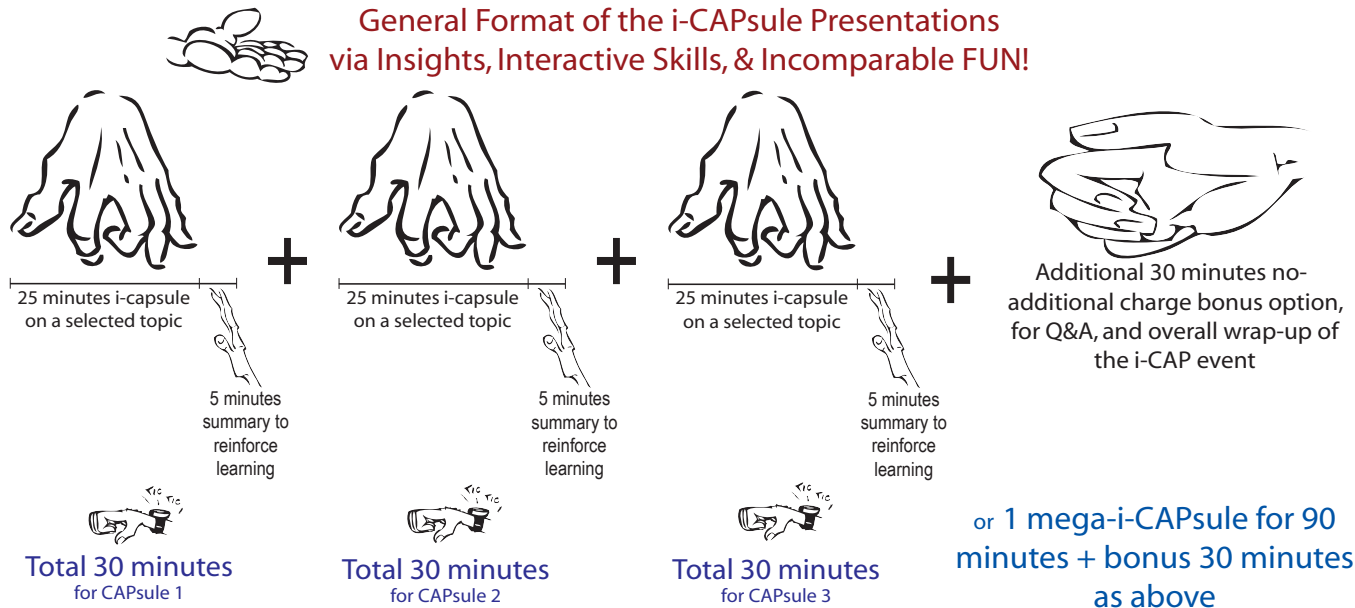
The Programmes



The range of **iCAPsule Programmes** provide ‘insight learning capsules’ containing heart, brain, mind, and spirit **skills for immediate application**. The aim is to provide people with high-impact learning modules that span 90 to 120 minutes; this enables them to acquire skills with incomparable material from the world’s most powerful learning systems. Executives and educators, students and society in general, can all profit from these sessions by plugging them into their busy schedules.

Are you killing yourself...or skilling yourself?

General Format of the i-CAPSule Presentations via Insights, Interactive Skills, & Incomparable FUN!



The benefits include skills in the areas of:

- * enhanced information capture techniques
- * formidable information processing
- * escalated reading speeds
- * brilliant memory boosting
- * dynamic rapport in communication
- * stunning creativity via **Braindancing**[®]
- * strategic thinking via **Lifescaping**[™]
- * multipreurship and leadership
- * self-esteem and self-efficacy

The i-CAP programmes are designed to provide participants with a triunity of benefits via: **insights**, **techniques**, **braintertainment**

Each i-CAP experience guarantees to make you future-ready, with skills for immediate application and a continual ROI (Return on Imagination).

The i-CAP Modules come in 4 Main Categories, as per the menu on the following pages:

- L**EADERSHIP
- I**NNOVATION
- F**ELLOWSHIP
- T**IP-TOP THINKING



© Dilip Mukerjea

Choose: Education or ... Extinction!

Programme Leader: **Dilip Mukerjea** www.brain-dancing.com

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The i-CAP programmes are designed to provide participants with a triunity of benefits via:

insights

techniques

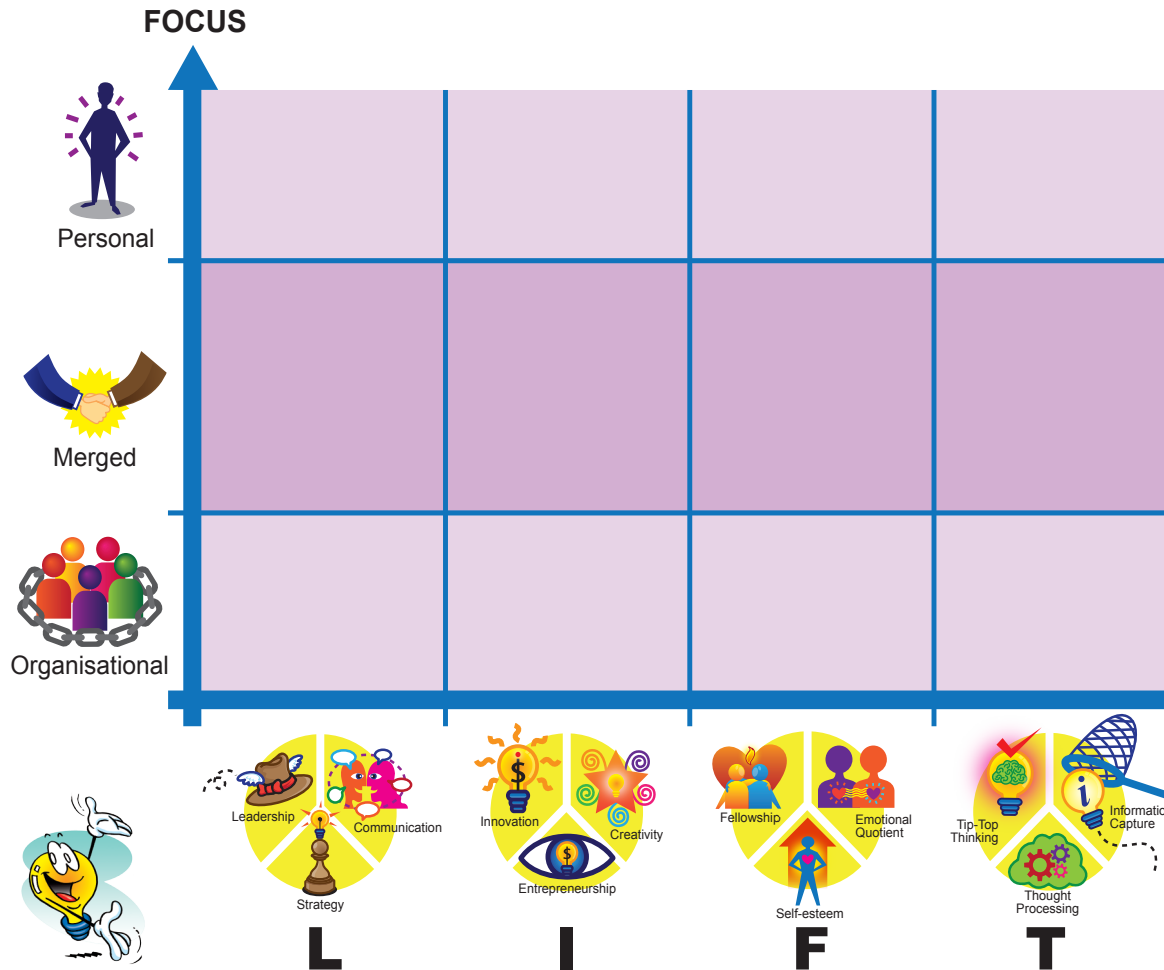
braintertainment

Each i-CAP experience guarantees skills for immediate application and a continual ROI (Return on Imagination).

The i-CAP Modules come in 4 Main Categories: LIFT

Clients can request to have an iCAP program specifically designed to suit their needs.

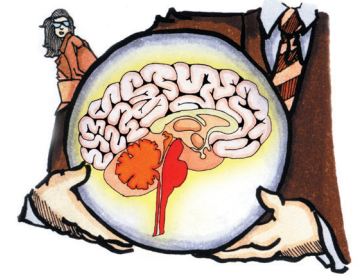
The LIFT Matrix on the right is designed to select your preferences for each iCAP Module. Your choice could focus on personal, organisational, or merged (personal & organisational) zones of development. All choices are designed to create immediate impact, with value-multiplied benefits.



The Rationale for Developing Intellectual Capital



The average human brain forgets 80% of what it has learnt, within 24 hours~without revision. This means that 80% of an investment is capable of being lost within a day! Thus, \$1,000 spent on a seminar, for example, equates with an \$800 loss within 24 hours! We live in a time-starved world: Is this affordable in the present Age of Competitive Intelligence? We need five to six revisions of subject matter in order to transfer data from short-term to long-term memory. In today's frenetic world of constant change and turmoil, the time for revision in the traditional manner is simply not available.



The solution lies in rapid, thorough, information processing, via the following 'smart skills':

- ~ Mind Mapping ® , i-Mapping ©, and Splash Mapping ©
- ~ Speed Reading & Power Comprehension
- ~ Memory Boosting
- ~ Techniques in Creativity & Innovation: via Braindancing ®
- ~ Techniques in Strategic Thinking, Entrepreneurship, & Leadership: via Lifescaping ©
- ~ Techniques in storytelling for rapport building, via Braintales ©



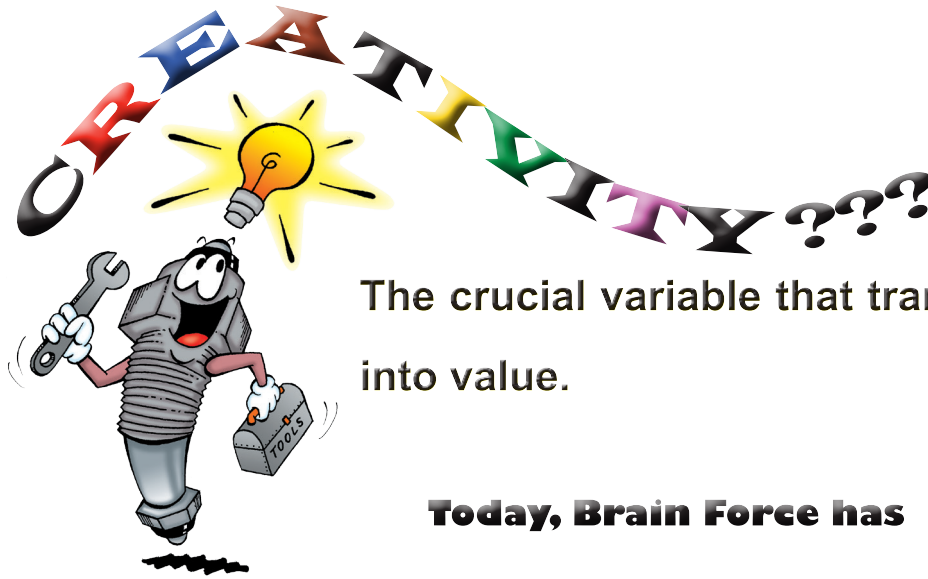
- ~ Visual Intelligence via drawing, symbolism, and abstract imagery with all of the above structured on simple, fundamental, yet formidable, knowledge of the workings of the human brain.



Innovation is the bridge to the future!

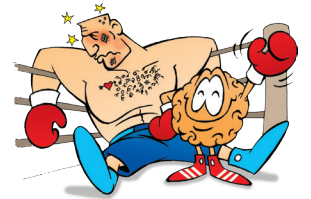
WHY the Need for

Ideas built the pyramids of Egypt, the gardens of Japan, the cathedrals of Europe. The megacorporations like Disney, Microsoft, and Sony were propelled into existence by the high-octane component of ideas.

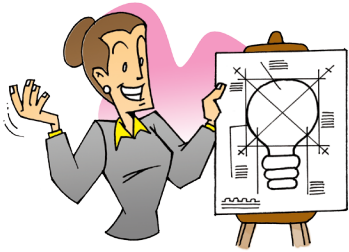


The crucial variable that transforms knowledge into value.

Today, Brain Force has replaced Brute Force!



No ideas, no future!



Never before in the history of the human race has there been a period such as now...where ideas have been recognised as the prime component of Intellectual Capital, the new currency of commerce.

Today's winners emerge **ONLY** from within creative organisations. They

are distinguished by their superiority in being more productive, profitable, effective, efficient, and agile. Their capacity for thinking in new ways about old problems empowers them to outperform their competition. In the

final analysis, they have no competition!

The vital catalyst for creating wealth, excitement, and fun is...

CREATIVITY!

How creative are YOU? Can you afford NOT to do anything about it?



The Rationale for Using Visual Maps



Visual Maps unleash your creativity! With linear notes, you are committed to one idea at a time. Once you start a sentence, you're stuck with it until you get to the end. But our minds DON'T work in such a restrictive way: they are MULTIDIMENSIONAL.

A Mind Map allows you thoughts to radiate out, freed from the tunnel-vision trap of one-way single-level thinking. It enables a steady stream of ideas to flow unhindered...magically restructured as a power-pack of infinite possibilities, ready for action! Stare at a page of linear notes, and you get no gist, no initial sense of its meaning. You have to read through it. Even then, key words, ideas, images, and important associations can be obscured, lost in the crowd of grammar and semantics.



Boost Memory



Build Knowledge



Develop focus



Supertools for Information Processing



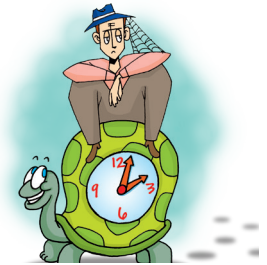
Unleash Creativity



Develop Search & find Expertise



Pump Up Your Brain



The Ideal Solution in a Time-Starved World!

VISUAL MAPS reduce complexity, accelerate learning, extract clarity from clutter, convert extensive information into intensive insights, recognize design beneath disorder, and are ideal for note-taking and note-making via interaction with oral, printed, or screened information. High-impact, high-intelligence outcomes emerge from the merging of key words, concept imagery, symbolism, metaphors and analogies, coding using colours, shapes, and dimensions, and hyperlinking of ideas via an assortment of cross-referencing techniques. Information in bulk is distilled into the essence of the theme under consideration so that a one-page rendition can capture and depict, via emphasis and association, with mnemonically designed linkages, the core content of information that often lies camouflaged within reams of text. What we get is a panoramic power capsule of extensive information at our fingertips.



A Mind Map on the Da Vincian Principles of Genius



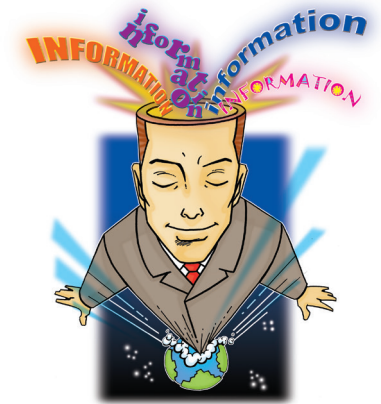
and enjoy a Guaranteed Return on Imagination!



The Rationale for Reading

Research indicates that the average CEO of an organisation does not finish reading one book a year! The average corporate executive needs to read over 5 million words per month, or 60 million words a year. Information anxiety has arrived! How are we to keep pace with the high-velocity world?

The average reading speed of most people is about 240 words per minute (wpm), well below the rate stipulated by the U.N. for functional literacy, 400 wpm. Today, knowledge doubles every year. We have received more information in the last 50 years than in the last 5000. There is a dire need for



us to deal with 'information anxiety'. The answer lies in learning how to read a range of materials, at a range of speeds, enhance comprehension, acquire skills in writing and speaking, and boost overall mental literacy ~ all vital components for developing intellectual capital.

READERS MAKE LEADERS!
and LEADERS ARE READERS...of books, people, situations, and possibilities.



Most People's Eyes Move Like This When They Read:

START →

but ITS VERY EASY TO CHANGE THAT TO:

THIS →

and BETTER

DILIP MUKERJEA is a visionary thought leader, innovation strategist, and designer of learning ecosystems & innovation landscapes for nations, communities, organisations, and institutions. He is also a keynote speaker, accomplished author, corporate consultant, and success coach to people in all walks of life.

Initially trained as a Marine Engineer, he secured first place in the UK for his final examinations in this field, winning two internationally acclaimed awards for securing top marks in all his subjects. Believing that 'the Manager of the Future will be a Learning Guide,' Dilip has opted to focus on society at diverse levels, imparting learning to businesses and corporations, as well as to educational institutions, families, individuals, senior citizens, and to children. He ardently subscribes to the vision of converting and significantly elevating humanity into the realm of readily recognisable, 'advanced' levels of literacy. His suite of learning strategies comprises what he affirms to be the world's most powerful learning system.

The unique nexus of Dilip's multi- and inter- disciplinary cognitive expertise spans across omnicultural imperatives. His panoramic range of perspectives guarantee stunning benefits to his audiences. Familiar with the cultures of 'East' and 'West', Dilip is now based in Singapore but has imparted his skills in Europe, the USA, the Middle East, and across Asia. Experienced as an innovation strategist on international platforms, and as a versatile intercontinental communicator in diverse contexts, Dilip is continually developing further future-readiness skills that will significantly enhance the innovative status quo of any entity. This is accomplished via his dynamic blueprints for success, using 'strategic imagination' and 'applied intelligence'. His accomplishments have been recognised and included in the Millennium Edition of Who's Who of the World and in The Baron's 500: Leaders for the New Century.

The compelling integration of Dilip's skills in thinking, learning, and communicating are vibrantly expressed in all his works: books, keynotes, seminars, coaching, and consulting. His 'learning at the speed of light' approach conveys 'brain skills for the 21st century,' with immediate and multi-purpose application the prime aim of every skill.

Dilip's consultancy competencies are singularly designed to perpetrate 'creative destruction' upon status quos that have become irrelevant. In a world of perilous, gyrating challenges, Dilip's point is that yesterday's successes have never mattered less, today's have never been more fragile, and tomorrow's remain uncertain. We must aim to catalyse powerful possibilities. This is where Dilip's smorgasbord of skills will help his audiences from ahead, from good to brilliant.



BOOSTING MARKET RESPONSIVENESS

CONTAINING COMPETITION

FOCUS: Exponential Gains for Winning Outcomes

ENHANCING COMMUNICATION

RETAINING TALENT

CEO'S MANDATE

INCREASING SALES

STRENGTHENING MORALE

REDUCING COSTS

Helping you get a Return On Ideas

Author of The Creative Brain Quintet of Books





- Strategic Visioning
- Corporate Innovation
- Executive Edge-Creation

Integrating Brilliance for Winning Outcomes

STRATEGIC FOCUS: creating and developing learning ecosystems and innovation landscapes for people, communities, and organisations. consultant to decision makers of countries that merit eminence as "learning capitals of the world."

STRATEGIC LEARNING SYSTEMS TO MAKE YOU FUTURE-READY

CORPORATE & EDUCATIONAL SEMINARS

PRESENT

BACKGROUND

CITIZENSHIP

BETROTTING

Learning Revolution

"LEARNING COSMOS" VISION

ESSENTIAL READING

PUBLICATIONS

EDUCATION

PROFESSION

ENGINEER

MANAGEMENT

BRANDDANCER



The Learning Skills Trilogy



speed deep READING

MEMORY

DRAWING

LEARNING

Learning at The Speed of Light

BRAIN FORCE

Genius is Your Birthright

CONVICTION

"Breakdown to Breakthrough"

Via

Awareness, Assessment, ACTION!

IDEAS

My Brain is MY Business

Getting brains bubbling with ideas!

Keeping Brains in Top Gear!



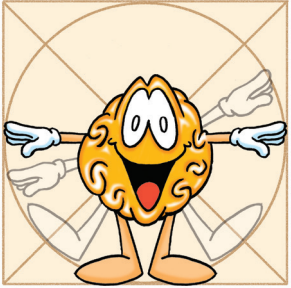
EXPLORE, ENQUIRE, EXPERIMENT, EXECUTE, ENLIGHTEN

Eternal Student

Marine

Always fishing for ideas!

Tony Buzan, one of the world's leading thinkers, states:



“What better introduction and guide could you have than Dilip Mukerjea? In his beautiful and artistically conceived books, Dilip introduces you to the wonder of your brain's workings, and guides you to improved performances in memory, thinking, reading, studying, creative thinking, and learning. In other words, Dilip opens up the latent genius within you and allows it to flower. Dilip is exceptionally well-qualified to lead you on this exciting adventure, as he himself has developed many aspects of his own genius, following Leonardo da Vinci's example, in that he is already an accomplished engineer, artist, writer, linguist, and athlete. He is also a superb teacher, as you will find when you join him on this exciting exploration, and if you ever have the privilege of attending one of his Brain Developing courses.”

“Dilip's compilation of books are a MUST reference Bible for creative thinking and brain building, one that stimulate all senses for life. A Renaissance Course in creativity, innovation, and modern management thinking by a Renaissance Man.”

~ Conni Gordon, “world's most prolific teacher of art.” Guinness World Record. Author of numerous books on art, and on “How to Think 4 Success.”

“This seminar far exceeded my wildest expectations. Brilliant! I never imagined how powerful the human brain could be until my people and I were challenged by you to use ours!” ~ Antii Raikonnen, MD Nokia, Singapore

“A veritable tour de force of brainpower unleashed.”

~ Gordon Dryden, Best-Selling Author of *The Learning Revolution*, and multipreneurial CEO of *The Learning Web*

“World-class! The very best seminar that I have ever attended! What an incredible learning experience.”

~ Jassim Abdul Rahim, Arab Insurance Group, Manama, Bahrain

Dilip Mukerjea is the author of the most complete and brain-friendly books on thinking we've ever seen. Dilip is in a class of his own and we hope to be working with him soon to design a number of advanced blended thinking programs. Have a look at his website www.brain-dancing.com to get inspired. His books *Braindancing*, *Building Brainpower*, *Brain Symphony*, *Surfing the Intellect*, *Unleashing Genius*, *Taleblazers*, *Brainaissance* (and others) set a new standard in creative writing, and you can get more information by e-mailing him on dilipmukerjea@gmail.com

Bill & Jennifer Goddard, CEOs of *Mindwerx Australia*

Oysters, irritated by grains of sand, give birth to pearls.

Brains, irritated by curiosity, give birth to ideas! – Dilip Mukerjea

