

# 'RECOVERING FROM RECESSION TIME' MALTA 2013/14 LEAN PROGRAMME

- advanced executive education -

Revolutionary in Malta

Dr. Carlo Scodanibbio  
and  
Ing. Joseph Micallef

jointly present:

"a suite of training events on lean management principles addressed to face effectively the crucial times ahead - for organisations within the Maltese Islands and neighbouring countries"

*Third Training Event 2013/2014*

## "CREATIVE THINKING: THE 'ULTIMATE' LEAN RESOURCE" For all Business Sectors (Private & Public)

25 - 26 - 28 November 2013 - The Palace - Sliema - Malta

The logical follow-up of this suite of Lean Workshops.  
A very comprehensive course illustrating the most  
powerful, valuable and strategic lean resource:

### **Creative Thinking**

with thanks to:



for their support

**CREATIVE THINKING: THE ULTIMATE 'LEAN' RESOURCE**  
A 3-Day Course Developed And Presented By:

Dr. Carlo Scodanibbio – Ing. Joseph Micallef  
email: [carlo@scodanibbio.com](mailto:carlo@scodanibbio.com) [jmicallef@theiet.org](mailto:jmicallef@theiet.org)

<http://www.scodanibbio.com/malta2013/>

# CREATIVE THINKING: THE 'ULTIMATE' LEAN RESOURCE

## Foreword .

*“You can have brilliant ideas, but if you cannot get them across, your ideas will not get you anywhere.  
Lee Iacocca”*

**FROM THE DESKTOP OF DR. CARLO SCODANIBBIO AND ING. JOSEPH MICALLEF**

Dear Delegate(s),

*Lean Thinking* is changing the way organisations operate. No longer stuck in the paradigm of "mass" thinking many enterprises, including service and project-driven companies as well as governmental bodies/institutions, have tried to adopt some portions of the Toyota Production System, the Lean philosophy. Many have failed.

Failures are most often caused by lack of cultural change associated with Lean initiatives. What many organisations don't realise is that Lean practices demand **Lean Thinking People** to implement them. What makes the difference between Lean and non-Lean is in fact **Thinking** (that's why the philosophy of the new millennium is called, in fact, **Lean Thinking**).

**Creative Thinking** is the "ultimate" **Lean Resource**. Any other resource, including plant, technology, software and labour can be purchased. Tools, techniques, methodologies and practitioner consultants to illustrate their use can be purchased. Managers and Directors can be purchased. Financial means can be purchased.

Culture cannot. Thinking cannot. **Creative Thinking cannot be purchased**. Creative Thinking must happen, must take place, must be deployed in-house: to overcome once and forever problems - to generate innovation and opportunities - to provide excellent service and customer care - to market, sell, promote and advertise in a way that will leave a mark, a solid impression - to organise, plan, manage and set strategies in the most effective way.

This course wants to fill a most important gap. It will show that **Thinking** is what must change and what is desperately needed in modern organisations of any nature. It will show as well that **Creative Thinking** is not something confined to the artistic world or to advertising agencies, but it rather represents the dramatic border between failure and success.

We **GUARANTEE** that you will leave this workshop with the knowledge and tools to improve the overall value proposition of your organisation!

Dr. Carlo Scodanibbio and Ing. Joseph Micallef

**Lean Thinking isn't an option any more - it's a necessity!!!**

This course is engineered to provide participating delegates with a very comprehensive and modern illustration of Creative Thinking: as a discipline – as a number of fully manageable techniques – as a core Lean approach – and as a management strategy for survival, competitiveness and excellence.

**Course Trainers:**  
Dr. Carlo Scodanibbio and Ing. Joseph Micallef - Independent Consultants

**Training Dates:**  
25-26-28 November 2013

**Training Venue:**  
The Palace – Sliema – Malta



# CREATIVE THINKING: THE 'ULTIMATE' LEAN RESOURCE

## Training Course Outline .

### The Changing Scenario

- Foreword: the changing world and its impact on any business.
- New Millennium: the factors of competitiveness have changed.
- 100 years ago: invest in a farm – 50 years ago: invest in a factory - today: invest in ideas.

### The main Functions of human mind and Thinking

- The 4 main functions of human mind
- The “left” and “right” brain hemispheres theory.
- *Converging* and *Diverging* Intelligence
- How to measure *Converging* Intelligence
- How to measure *Diverging* Intelligence
- **Thinking**: what is it?
- Schematic representation of the **Decision-Making** process: from “instinct” to rational thinking. The *amoeba* case.

### Creativity and Creative Thinking

- Creativity: what is it?
- The **Imaginative Function**: what is *Imagination* - what is an *Idea*.
- Fantasy, Daydreaming, Imagination, *Creative Imagination*.
- **Creativity**: Imagination + Effort + Intention + Direction.
- **Creative Thinking**: why our brain is not readily prepared to think creatively.
- The negative impact of Western Education and Culture: hindering factors for Creative Thinking. The **Yes/No** system.
- Other factors that hinder and inhibit *Creative Thinking*.
- *Imaginative Function* and *Judgement Function*: why the latter may influence negatively the former.
- Factors that facilitate and enhance *Creative Thinking*. Can *Creative Thinking* be exercised and developed?
- Practical Exercising individually and in team.

### How to stimulate Creative Imagination to produce Ideas

- Overview of the main Techniques that can be deployed to stimulate the production of ideas.
- Association of ideas (*Association-ism*): the starting point.
- The *Question-Asking* methodology: how to conceive and manage own, personalised questionnaires.
- The *Adaptation* technique.
- The *Modification* and *Replacement (this-for-that)* techniques.
- The *4 Operations* technique.
- The *Enlargement, Reduction, Omission* techniques.
- The *Hyperbole* technique.
- The *Reshuffle, Inversion (put-the-cart-before-the-horse)* and *Combination* techniques.
- The *Attributes* and *Forced Relations* techniques .
- *Automated Writing* and *Mind-Mapping*.
- The *Idea-Matrix (Discovery Matrix)* technique.
- *Lateral Thinking* techniques.

Practical Exercising individually and in team.

**This highly interactive course is designed to provide participants with practical and ‘hands-on’ insights on the fascinating topic of Creative Thinking and to explain in simple terms all its mysteries. Derived from Dr. Carlo’s extensive experience on Lean processes – which require a remarkable creative approach for their establishment and sustainment - this course will be conducted with a highly engaging and result-oriented approach that gives you immediate and substantial practical know-how.**

### The “Secret Computer” approach

- How to use own mind to produce specific ideas in an intentional mode and by the set deadline.
- The secrets: preparation work – material feeding – reshuffle and settling – incubation. The output: *illumination*.

### Individual Creativity vs. Team Creativity

- Every idea has always been and it will always be produced by a single mind.
- Benefits of team approach to *Creative Thinking*.
- Draw-backs generated by a too-small or inadequately selected team.

### Brainstorming

- The rules: preparation, incubation, motorising, co-ordination, judgement-off.
- *Brainstorming Teams*: basic rules for effective selection of participants.
- Co-ordination: basic rules for effective driving/motorising of Brainstorming Teams.
- *Brainstorming*: Pro’s, Con’s, Limitations – hints and tips.
- Practical Exercising in team.

### The 6 Thinking Hats method

- The simplest and most effective method for efficient and effective co-ordination of all Teams.
- The human mind’s *6 Thinking Modes*. Method’s benefits.
- Practical Exercising in team.

### Main Areas of Deployment of Creative Thinking

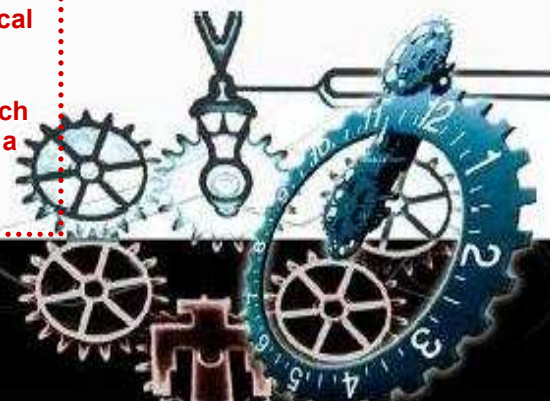
- Creative Problem Solving
- Search/Generation of Opportunities
- Continuous Improvement
- Marketing, Promotion, Advertising
- Customer Service, Customer Care
- Lean HR Management

### Creative Problem Solving

- The *Decision-Making* process.
- “*Traditional*” *Problem Solving*: the limitations.
- *Closed-ended* problems.
- *Open-ended* problems.
- The *K-T Method*: a valid starting point.
- General approach to Creative Problem Solving: the 5 problem solving phases.
- The *Inquisitive Phase*: its vital importance in preparing the ground for the subsequent phases.
- Practical Exercising in team.

**Training Dates:**  
25-26-28 November 2013

**Training Venue:**  
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# CREATIVE THINKING: THE 'ULTIMATE' LEAN RESOURCE

## Training Course Outline .

### Advanced Creative Problem Solving Techniques

- The *Relations Diagram*.
- The *Affinity Diagram*.
- *CEDAC*: Cause and Effects Diagram with the Addition of Cards.
- *TPS*: Total Problem Solver Technique
- *Poka-Yoke* techniques for mistake-proofing and process' quality improvement.
- The *P-M Analysis* for tackling complex technical problems.
- *Matrix Diagrams*: overview.

### Search and Generation of Opportunities

- *Thinking and Opportunities*: specific approaches to produce ideas leading to opportunities. Evaluation of ideas.
- *Competition and Sur-petition*.
- Case Studies & Practical Exercising.

### Continuous Improvement

- Performance Improvement and Performance Management
- Lean Kaizen: continuous, creative improvement in the Lean direction – overview. Approach: “poor-man”, brain-power.

### Marketing, Promotion, Advertising - Customer Service & Care

- *Creative Thinking* is vital! *Lean Marketing*, *Lean Promotion* and *Lean Advertising* require to be build on innovative ideas, ideas that will create a shock!
- *Lean Customer Care*. The motto: “customer satisfaction is no longer sufficient – today's customers need to be “impressed!”.

### Lean Human Resources Management

- Why *Creative Thinking* is essential to achieve better personnel performance: how to identify creatively each employee's “soft-spot” into which the motivational bug can be inserted and then let produce *self-motivation* and enhanced *performance*.
- Case Studies.

**Lean, Creative Thinking: a cultural revolution!**

## WALK AWAY HAVING A POWERFUL GRASP OF WORKING SKILLS TO:

- **Understand** the so-called mysteries of the human mind processes, of thinking in general and – specifically - of Creative Thinking .
- **Gain** an operational knowledge of the main tools and methods to stimulate Creative Thinking and produce abundant, valuable ideas.
- **See** the differences between “traditional” Problem Solving and Creative Problem Solving.
- **Explore** the many techniques available to tackle complexity and problems of any nature.
- **Practise** Creative Thinking individually and in team through well engineered exercises.
- **Learn** the main rules governing effective and efficient Team-Work.
- **Know** how vital is – in today's business world – a systematic approach to Creative Search for Opportunities.
- **Grasp** the Lean Kaizen mechanism for continuous performance improvement in the Lean direction through brain-power and innovative ideas.
- **See** how Creative Thinking can and should be deployed systematically in areas such as Marketing, Promotion, Advertising, Customer Service and Customer Care.
- **Be aware** of the importance of applying simple and effective Creative Thinking for enhancement of personnel's performance through self-motivating stimuli.
- **Be satisfied** that without a solid cultural revolution through Lean, Creative Thinking, no private or public organisation can face effectively the challenges of the new millennium and aim at excellence - or, at least, survival.

**Training Grants ranging between 60 and 80% may be made available to eligible enterprises through the Training Aid Framework (TAF) Scheme administered by the ETC.**

**Deadline for Training Grants Application: 31 October 2013.**

**NB: the onus of enquiring about and applying for Training Grants rests vested with your Organisation.**

**“a problem well defined and well described is half solved”**

**[Albert Einstein]**

# CREATIVE THINKING: THE 'ULTIMATE' LEAN RESOURCE

## About your Facilitators .

**Ing Joseph Micallef** graduated in electrical engineering from the University of Malta in May 1992. He has been involved in the manufacturing industry since 1990. Initially starting his career within the medical devices and plastics processing manufacturing sector, he later moved on within the electronics manufacturing sector.

Throughout his career, Joseph has had experiences in a variety of industrial and automation processes, research and development projects, various manufacturing processes and occupied senior technical and management roles in research and development, process control, quality management, occupational health safety and business process management. Joseph has occupied senior management positions in the plastics, medical devices and electronics industries over a career spanning more than 21 years.

Apart from his broad industrial involvement, Joseph has also paralleled his experience through consultancy projects since the year 2000.

Assignments undertaken through freelance activities include an even broader range of industrial and manufacturing enterprises, service sectors (insurance, financial institutions, real estate, project oriented organisations, construction business, logistics services (air/land/sea), food industry, NGO's, utilities, public sector, etc.), project management assignments, operations strategic reviews, etc.

Joseph regularly organises and facilitates a number of training workshops and presentations including seminars and conferences to top executives.

Joseph's career spreads primarily in Malta, but he has been assigned several projects and delivered training in various countries within Europe (UK, Scotland, Belgium, France, Finland, Italy), the US (Jacksonville, Houston) and the Middle East (Egypt, UAE, Oman). Ing. Joseph Micallef is a corporate member of a number of institutions. In particular he is registered Chartered Engineer with the Engineering Council (UK) - C.Eng., corporate member in the Institution of Engineering and Technology (UK) - MIET, European engineer through FEANI - Eur.Ing., and warranted member within the Chamber of Engineers (Malta) and sits on the Malta Engineering Board.



**Dr Carlo Scodanibbio** is an internationally renowned Trainer, Speaker and Industrial Consultant with over 43 years of experience in Plant Engineering, Project Engineering, Project Management, Industrial Engineering and Operations Management. A free-lance Consultant since 1979, he has worked in a wide spectrum of companies and industries in many Countries including Cyprus, Italy, India, Saudi Arabia, Malta, Namibia, Kenya, Botswana, Malaysia, Mauritius, Romania, Turkey, Lebanon, Seychelles and South Africa.

Carlo has co-operated, inter-alia, with several organisations such as Italian Chambers of Commerce and Industry, Cyprus Chamber of Commerce and Industry, Cyprus Productivity Centre, Malta Federation of Industry, Malta Chamber of Commerce and Industry, Mauritius Employers' Federation, Romanian Paper Industry Association, United Nations Industrial Development Organisation, Federation of Kenya Employers, Seychelles Chamber of Commerce and Industry and University of Cape Town.



An excellent course. I believe that any seminar whichever must be conducted by someone who is capable, has true art of teaching, brilliant, ready to help, smart to the point, assuring, good observer, and with comprehensive knowledge, as Dr. Carlo Scodanibbio. I have enjoyed the course and learnt to my entire satisfaction. [S Eraddun, Desbro Int., Mauritius]

Enthusiastic, optimistic and a dynamic facilitator, Carlo has been a frequent instructor and speaker at seminars and courses attended by well over 17,000 participants. Carlo, holds a doctor degree in Electrical Engineering from Politecnico di Milano, and has written numerous articles and research papers which have been actively published in many manufacturing newsletters, bulletins and international magazines.

### Who Should Attend This Prestigious Event:

This Event, ideal complement of all Lean Events of the Malta 2013/14 – "Recovering from Recession Time" programme, is intended for all-level Managers and Supervisory Personnel from all industrial, Commercial and Business Sectors – Private and Public Organisations. (Malta & neighbouring Countries).

**Owners/Managers of the very small enterprise (up to 20 employees) will particularly benefit from participating in this course.**

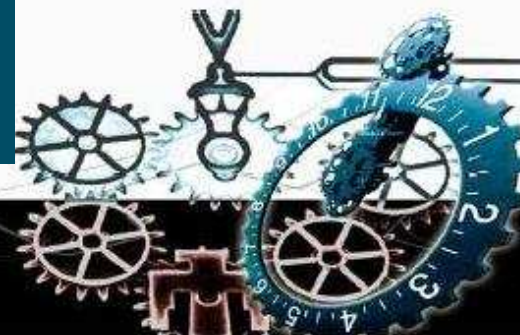
**A 3-day Training Event dedicated to exploit the power of human mind in a valuable, lean, results-producing fashion.**

#### Timings:

Registration will be at 08:00 on each day with training beginning at 08:30. There will be a 15min break for refreshments in the morning and the afternoon (at approx. 10:15 and 15:15 respectively) and lunch will be served at 12:30. Each training session will conclude at 17:00. All timings are approximate due to the interactive and intensive nature of the course.

An excellent course, it was an eye opener

[Ernst Mathias - Manager, Projects - National Housing Enterprise - Windhoek – Namibia]





# Registration .

(Online Registration: <http://www.scodanibbio.com/malta2013/onlinereg/06.html>)

## Fees, Discounts, Terms and Conditions

### Fees and Discounts Structure

(prices are per Delegate excluding VAT)

- Price per 1 Delegate €520-00
- 2 Delegates: less 5% €494-00
- 3-5 Delegates: less 10% €468-00
- 6-9 Delegates: less 15% €442-00
- 10+ Delegates: less 20% €416-00

### Deadline for Training Course Registration

**19 November 2013**

#### Early Bird Registration

Register and settle Training Fees by **30 October, 2013** and get an additional 10% discount on the applicable price (as per Fees Structure)

**Please complete and sign this Form, scan it and email it to [jmicallef@theiet.org](mailto:jmicallef@theiet.org) or [carlo@scodanibbio.com](mailto:carlo@scodanibbio.com)**

### DELEGATE/S DETAILS (in BLOCK CAPITALS)

(more than 5 Delegates: please add separate schedule)

- 1 Delegate Name \_\_\_\_\_  
Position \_\_\_\_\_  
Email \_\_\_\_\_
- 2 Delegate Name \_\_\_\_\_  
Position \_\_\_\_\_  
Email \_\_\_\_\_
- 3 Delegate Name \_\_\_\_\_  
Position \_\_\_\_\_  
Email \_\_\_\_\_
- 4 Delegate Name \_\_\_\_\_  
Position \_\_\_\_\_  
Email \_\_\_\_\_
- 5 Delegate Name \_\_\_\_\_  
Position \_\_\_\_\_  
Email \_\_\_\_\_

### ORGANISATION DETAILS

(please write in BLOCK CAPITALS)

Organisation \_\_\_\_\_  
Nature of Business \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ P/Code \_\_\_\_\_  
Country \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_

We are registering \_\_\_ Delegates @ € \_\_\_\_/each

Total amount € \_\_\_\_\_  
Less 10% Early Bird Discount € \_\_\_\_\_

Net amount to be invoiced € \_\_\_\_\_

### Authorising Manager

Name \_\_\_\_\_ Position \_\_\_\_\_

Date \_\_\_\_\_ Signature \_\_\_\_\_

(This Registration is invalid without a signature)

Training Grants ranging between 60 and 80% may be made available to eligible enterprises through the Training Aid Framework (TAF) Scheme administered by the ETC. Deadline for Training Grants Application: **31 October 2013**. NB: the onus of enquiring about and applying for Training Grants rests vested with your Organisation.

### TERMS OF PAYMENT

**Fees include:** participation to the 3-day Training "Creative Thinking: The Ultimate Lean Resource" to be held at The Palace, Sliema, Malta on 25,26,28 November 2013 – Welcome Coffee, Refreshments and Lunches – Notes and Documentation – **Certificate of Achievement** (*Certificate of Successful Completion*, against satisfactory results in the course's tests and exercises) signed by Dr. Carlo Scodanibbio and Ing. Joseph Micallef – One free e-consulting Advice by Dr. Carlo Scodanibbio and/or Ing. Joseph Micallef.  
Upon receipt of a duly completed and signed Registration Form, a **Confirmation Letter** and **Invoice** will be sent to you by the organisers.  
Payment of Training Fees is strictly on **presentation** and is required **within 5 working days** from date of Invoice.

### METHOD OF PAYMENT

Payments may be done by cheque or Bank Transfer in favour of Ing. Joseph Micallef, who acts as the official Course Organiser.

To arrange for payment after receiving **Confirmation Letter** and **Invoice** kindly contact Ing. Micallef directly on (+ 356) **9982 2244** or email [jmicallef@theiet.org](mailto:jmicallef@theiet.org)

### CANCELLATION POLICY

All Cancellations of Registrations must be made in writing. Due to contractual obligations, a cancellation charge of 30% of the invoiced amount applies if the cancellation is received 10 days or less before Training starting date. However, a complete set of documentation will be sent to you. Substitutions are welcome at any time. Should this event be cancelled by force-majeure or for any other reason, you will receive a full refund of the paid Fees.

<http://www.scodanibbio.com/malta2013/>

