



In the next 2 minutes,
you could:

create a new idea

make a decision

solve a problem

energise your team

speedthinking

ACCELERATE YOUR RESULTS

Join our Online
Speed Thinking Community by visiting:
www.thespeedthinkingzone.com



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SpeedThinking has been endorsed by leading global organisations that have increased productivity since working with Dr Ken Hudson.

Suzanne Grae (fashion retailer): Reduced their marketing and sales planning process from two days to four hours.

Qantas: Improved their customer service staff thinking speed by 22% (self-scored).

Sun Microsystems: Improved a team's brainstorming results from 8 ideas to 111 ideas in 2 minutes.

Ogilvy PR: Created an effective press release in 8 minutes rather than the usual 2-3 hours.

2 Hour Action Learning Modules

Each Module can be run as a public or an in-house program.

- Speed Brainstorming
- Speed Sales
- Speed Meetings
- Speed Decision-Making
- Speed Problem-Solving
- Speed Service

Become an Accredited Speed Thinker

We are constantly looking for trainers, coaches, facilitators, teachers or mentors who want to help their clients improve their results immediately.

Obtaining a *SpeedThinking* License will help you unlock high performance and give your business a real edge.

The Accreditation program is for 2 days and there is an annual license fee. Becoming an accredited Speed Thinker gives you access to all the *SpeedThinking* tools, templates and processes.

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SpeedThinking was developed by Dr Ken Hudson after 10 years of research and development working on real problems with the leaders of some of the world's biggest brands including Roche, Dupont, Nestlé and Heinz.

In his workshops with managers, Dr Hudson noticed they often did their best work when they were given less time. This insight resulted in the development of *SpeedThinking*, a 4-step process with over 30 tools.

Dr. Ken Hudson has been a marketing director for American Express and has a PhD in organisational creativity.



He is a world-class trainer, facilitator, presenter and coach in helping individuals and teams think better and faster. He is the best-selling author of *The Idea Generator* which has been published in Australia, the UK, the USA, India and Singapore.

His latest book is *The Idea Accelerator - How to solve problems faster using SpeedThinking*.

Ken Hudson

Chief Starter
The SpeedThinking Zone



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Why it works

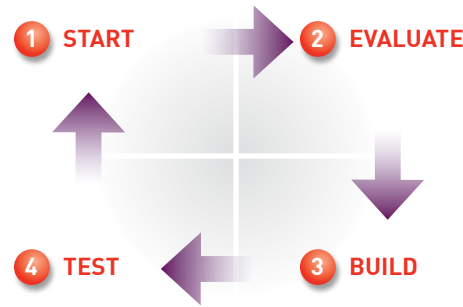
- ▶▶ *SpeedThinking* means you work so fast that you don't listen to your negative internal voice
- ▶▶ You are not limited by other's expectations
- ▶▶ You operate at the 'edge of your unconscious'
- ▶▶ Your team members are more open and receptive to new ideas



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How it works

A 4-step process



START

The essence of *SpeedThinking* is to start, not to filter. We'll show you how to get going.

EVALUATE

An array of *SpeedThinking* tools can help you to identify and prioritize your best ideas, solutions or decisions.

BUILD

Your chosen ideas, solutions or decisions are fertilised and enhanced.

TEST

Test your results cheaply, simply and quickly.



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What you achieve

- ▶▶ Boost productivity
- ▶▶ Create 'out of the box' ideas and solutions
- ▶▶ Enjoy shorter, more productive meetings
- ▶▶ Make better, faster decisions
- ▶▶ Energize yourself, your team and your business
- ▶▶ Enhance work/life balance
- ▶▶ Improve exam results



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