

Do Creative People Need Six Hats?

Teaching Creativity To The Creative

Top Public Relations Consultancy, **Countrywide Porter Novelli** certainly thinks so. The Holst Group recently provided training in Edward de Bono's thinking techniques that are now used throughout the business.

The results have already been impressive. Countrywide Porter Novelli's London office ran a Six Hats brainstorm for a new product launch for Cereal Partners. According to Consultant Director, Pauline Kent, "We came up with a finished proposal in a matter of days and client feedback was very positive."

The Hats have also been put into action throughout Scotland with clients such as the Scottish Tourist Board. Anne Nugent, consultant, says that "Hats have added value to the creative process internally and are an example of training being passed on to every member of staff and adding value to client work."

The key benefits, according to Anne, have been:

- **TIME SAVING** - Good creative ideas are generated within hours rather than days
- **NO CONFLICT** - Channelled thinking has stopped clients and staff "talking down" ideas
- **CLEAR ACTIONS** - Before finishing, the brainstorm actions are clearly identified
- **CREATIVE** - Use of Hats techniques keeps the creative juices flowing when ideas begin to run dry

After an initial phase of cross-company training, Countrywide Porter Novelli is now ready for a second phase of de Bono thinking skills. According to Pauline, "It will provide each one of us with a burgeoning Lateral Thinking tool box...Creativity will be the key differentiator for us...we must be creative to think ahead."

Thanks to the initial input from The Holst Group, **de Bono's Six Hats** and Lateral Thinking skills are helping Countrywide Porter Novelli to nurture and develop its creative people and win new business. As Pauline says, "We are trying to release the company's potential, and create more interesting and rewarding jobs in the process."

For more information please contact:

The Holst Group
19 Manor Courtyard
Hughenden Avenue
High Wycombe
Buckinghamshire
HP13 5RE

call +44 (0) 845 456 4000
email info@holstgroup.co.uk
or visit www.holstgroup.co.uk