A Course for Leaders,in the
War on Unneeded Complexity

Edward de Bono
Simplicity™
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There are few things more annoying and frustrating in work than dealing with a piece of complex machinery or a cumbersome process which will not do what you need done. From complexity comes stress, anxiety and frustration - even rage - followed by pathy and exit. But you don't have to be a victim anymore. Not with de Bono Thinking System's Simplicity.

Now you can get the tools and support to move your company in exactly this direction. *Simplicity™* is a new course created by Edward de Bono which is invaluable to companies looking to uncomplicate their business process and thus, their lives.
If your organization is looking for ways to streamline products and processes, so you can become more effective, efficient and user-friendly,
Simplicity™ will help you accomplish these goals.
Simplicity™ teaches people how to end habits that are no longer necessary, stop duplication of tasks, and challenge every aspect of business so that they can perform at a higher level in all areas.

In Simplicity™, an instructor-led training event plus on-going follow-up plan, you will learn how to institute creative techniques like shedding, reframing, bulk-and-exceptions, and historical review to shift group thinking to a 'challenge' mod where moving from complex to simple is the name of the game.

Your company will benefit by:

- Reducing unnecessary duplication of efforts to increase ROI
- Removing age-old roadblocks and barriers, which will increase employee and customer satisfaction
- Free your employees to think through new ideas more quickly, leading to faster to-market innovations

Increased ROI. Increased employee and customer satisfaction. Increased innovation. Need we say more?

It's time to start saving time, energy and needless stress-among your customers, clients, vendors, and employees.

Contact your local de Bono Thinking Systems representative to become a certified instructor of the *Simplicity™* tools or to discuss other ways of bringing *Simplicity™* into your organization.

A De Bono Simplicity™ systems USA certificate course

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