

# CHANGE YOUR THINKING

## *Avoiding Corporate Blind-spots and Spotting New Opportunities*

*(1-hour Keynote Address OR Half-Day Lecture Course)*

### ↓ THE NEED TO INNOVATE AND LOOK FOR NEW OPPORTUNITIES

“Good is the enemy of great.” Organizations that are viewed as being good rarely have any incentive to do anything differently, which might move them towards being great. Employees become comfortable with their current level of knowledge and skills, and do little to take their thinking to the next level.

In the opening part of the talk, we stress the dangers of complacency, and highlight the need to constantly innovate and look for new opportunities for the business.



### ↓ CORPORATE BLIND-SPOTS AND WHY WE MISS OPPORTUNITIES

We are flooded with huge amounts of information every day. In order to handle this information overflow, our brains have developed certain coping strategies. We filter out everything that doesn't seem relevant to what we're paying attention to. We construct patterns, create psychological pigeon-holes and form mental models of the world.

These mental short-cuts lead to unfortunate blind-spots. For example, experts and specialists are often the least likely to spot new opportunities for the business. New ideas are resisted. We work on auto-pilot and completely miss huge opportunities for the business, even if they should be obvious.

In this section, we'll explore why employees and executives fall into this trap, and examine some of the consequences for companies.



### ↓ HOW TO CHANGE YOUR THINKING AND SPOT NEW OPPORTUNITIES

In this part of the talk, we discuss how to overcome psychological blind-spots, so that individuals and companies are better able to spot attractive new opportunities. No complicated techniques - just simple yet powerful principles to change how we think and view the world. These can have a profound impact on the ability of employees and executives to generate ideas and find opportunities to move the business forward.

**In these turbulent economic times, the need for value-added innovation has never been stronger. This keynote address or half-day course is guaranteed to change the way you think about yourself, your company, and the world.**



## ABOUT THE SPEAKER



Gavin Symanowitz, an actuary, headed up Strategic Product Innovation for Investments at FNB for over 5 years. He won the prestigious Innovator of the Year award in 2008, and subsequently left the bank to found a number of revolutionary web-based businesses. One of these, GetAGreatBoss.com, was recently recognized as one of the 10 Most Promising Digital Innovations world-wide in 2009, by Netexplorateur, an international organization set up under the auspices of the French Government Ministry for the Digital Economy. Gavin has been a regular finalist in numerous international open innovation competitions.

Gavin obtained a PhD in Mathematical Statistics in 2005. He lectured formally at Wits University, and continues to lecture MBA students on an informal basis. He is an accomplished speaker, and has developed a reputation for being able to explain difficult concepts in a simple-to-understand manner.

Gavin is passionate about innovation and how it can change the world for the better.

## WHAT PEOPLE HAVE SAID

*"Loved the presentation! Very thought provoking and visually excellent. Great practical work-related examples. Will definitely remember this one!"*

*"Brilliant talk! This has certainly changed my thinking"*

*"I like this approach very much. Simple, innovative and well pitched. I enjoyed it a lot."*

*"Fantastic message. Simple but profound!"*

*"Very good split between the real world and theory."*

*"Great use of visual presentation style and interesting stories and examples. Fascinating topic that I'll be revisiting at the workplace."*

*"Very well presented, concise and thought-provoking!"*

## CONTACT DETAILS

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By Dr. Gavin Symanowitz

