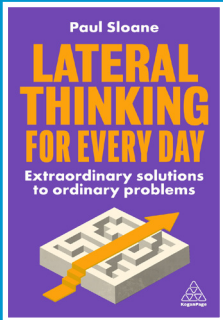


NEW
BOOKSIDE-STEP THE OBVIOUS AND RETHINK YOUR
APPROACH TO PROBLEM SOLVING

EXPLAINS HOW TO HARNESS THE POWER OF LATERAL THINKING

WHY THIS BOOK MATTERS

- **Lateral thinking offers creative solutions to the world's biggest challenges** – from tackling climate change to economic uncertainty, the world needs more out-of-the-box thinking to challenge the conventional problem-solving approaches.
- **Packed with exercises to help readers approach everyday issues in a more creative way** – from riddles which get your brain whirring to team challenges that improve engagement and collaboration in the workplace.
- **Written by bestselling author Paul Sloane** – a recognised authority on innovation, creativity and the benefits of lateral thinking, Paul shares his expert knowledge and techniques to get you thinking differently.



Lateral Thinking for Every Day by Paul Sloane is published on 3rd January 2023 and is available to pre-order from Amazon priced at **£12.99**

From preparing for the jobs of the future to solving the daily Wordle challenge, the modern world is full of puzzles and problems for humanity to solve. But joining the dots often leads to the same answers and initiatives being rolled out every time. Instead, it's time to side-step the obvious and begin introducing lateral thinking into our everyday.

In *Lateral Thinking for Every Day*, acclaimed writer Paul Sloane clearly explains how lateral thinking is delivering radical results to our biggest problems and how you can train your brain to think differently. The book includes inspiring examples from famous lateral thinkers including Lady Gaga, Elon Musk, Steven Spielberg and from the founders of Google and Zappos. This collection of practical tips, techniques, and challenges

is guaranteed to help you deploy powerful cognitive techniques, challenge assumptions, and thrive in an ever-changing world.

From exploring the dangers of groupthink to the powers of the 'what if' question, *Lateral Thinking for Every Day* is a practical guidebook for busy people looking to harness the power of this unconventional approach to problem-solving. It explores the history of lateral thinking and its link to creativity and innovation, as well as how being more spontaneous and playing games could improve your career prospects. With expert advice and mottos to live by, this is an essential read for anyone wanting to enhance this core skill and introduce a sense of fun into their personal development.

EXPERT ARTICLES AND
INTERVIEWS AVAILABLE:

Paul Sloane is an extremely experienced and engaging professional speaker and writer. He is available for interview, expert comment or can provide exclusive guest features on a range of topics, including:

Side-stepping the obvious: how lateral thinking can improve your life

6 ways to think more outside the box

Why playing games can boost your brain power

What if the opposite were true? How to flip the narrative in stressful situations

Groupthink is the enemy of progress – here's how to tackle it...

When the world zigs, zag – 3 simple steps to start thinking laterally

How lateral thinking can improve relationships

Word puzzles to get your brain whirring

The history of lateral thinkers – from ancient architects to modern celebs

ABOUT THE AUTHOR



Paul Sloane is a leading speaker, author and consultant on lateral thinking and innovation. A recognized authority on creativity and innovation, Paul runs lateral thinking and leadership master classes with top corporations around the world, including Bayer, Glaxo Smith Kline, Microsoft, Nike, Novartis, Pirelli, PWC, Reckitt Benckiser, Swarovski, and Unilever. He has been a visiting lecturer at Cambridge University, Lancaster University,

Henley Business School and the Mumbai Institute of Technology, and is also the bestselling author of over 20 books which have sold over 2 million copies in total, including *The Leader's Guide to Lateral Thinking Skills*, *How to Be a Brilliant Thinker*, *The Innovative Leader* and his newest release, *Lateral Thinking for Every Day*.

For further information, a review copy of *Lateral Thinking for Every Day* or to speak to the author, please contact:

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