

AI and Lateral Thinking

How to use AI to boost Creativity and Innovation

Can Generative AI tools help you with creative problem-solving and business innovation? The answer is a resounding yes. In a stimulating talk or workshop Paul Sloane explains how to unleash the inventiveness in your team and turn it into profitable innovation using tools like ChatGPT and Google Gemini. He uses stories, examples and practical advice to challenge your thinking. Your team will learn:

- The key principles of lateral thinking and how it can unlock innovation.
- Up to date examples of lateral thinking in business practice.
- What is Generative AI and key tips on how to use it.
- How AI can help you challenge assumptions
- How AI can assist you to approach problems from fresh perspectives
- Using AI to generate radical ideas from random stimuli
- How to turn ideas into innovation.

This talk is ideal for anyone who is involved in leading teams or managing change.

Paul Sloane is an entertaining, thought-provoking speaker and a recognized expert on innovation, lateral thinking and leadership. His Tedx talk on Youtube is entitled, Are You Open-Minded? His books *The Leader's Guide to Lateral Thinking Skills* and *Lateral Thinking for Every Day* are published by Kogan Page.

He leads workshops and gives keynote talks. They offer a unique blend of puzzling challenges, humour and strong business messages. Clients include Airbus, Bayer, Microsoft, Nike, Novartis and Unilever.

Paul took a first in Engineering at Cambridge. At IBM he was top of Sales School. He was Marketing director, MD, VP International and CEO of leading software companies.



Many thanks for a super talk at our seminar. The feedback has been extremely positive. **Vodafone**

Paul came to speak to Airbus managers in Madrid for an audience of about 200 Production Managers. His style was excellent - a great mix of expertise, humour and practical examples. **Airbus**