

THINK BETTER

(Your Company's Future Depends on it. . . and So Does Yours)

TIM HURSON

TIM HURSON is a co-founder of Think^X Intellectual Capital Inc., a consulting firm which delivers seminars and other training on productive thinking and innovation. A graduate of Oberlin College, Mr. Hurson is a faculty member and trustee of the *Creative Education Foundation* and a founding director of *Facilitators Without Borders*. Mr. Hurson has worked with corporate entities across the spectrum from small nonprofits to Fortune 500 companies helping them create successful innovation, marketing and new product initiatives.

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MAIN IDEA

Success in your personal, business or professional life is less a function of what you know than it is of how well you think. If you can enhance and upgrade your own productive thinking skills, you'll generate more options, be equipped to evaluate those options more rigorously and come up with better and more robust solutions. The better you become at productive thinking, the richer and fuller your life will become. Learn how to think better and you increase the value of all your activities.

Productive thinking blends together two very different and distinct thinking styles:

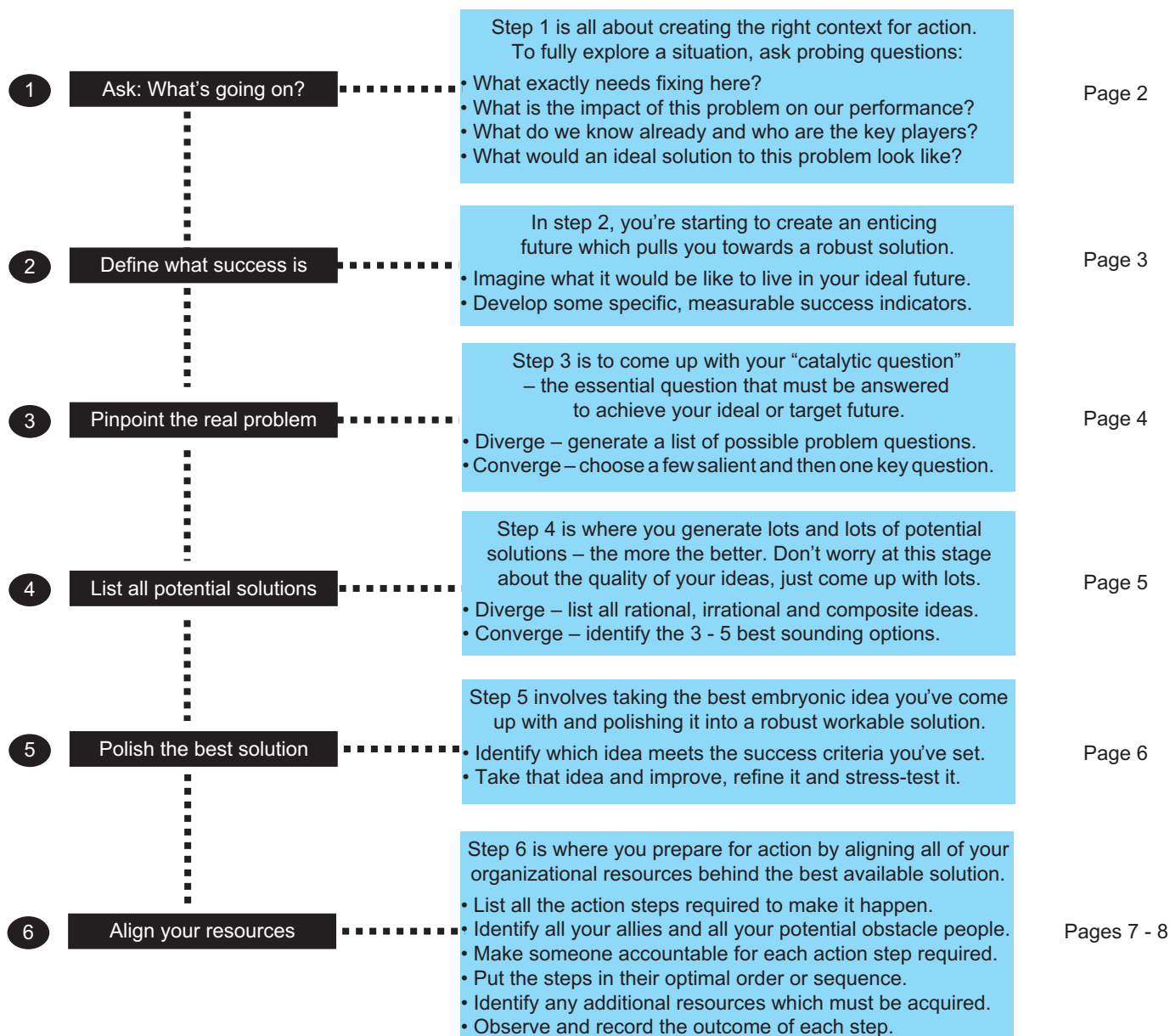
- Creative thinking to come up with new and better ideas – expansive breakthroughs from what has been used before.
- Critical thinking where you look at these various new ideas analytically and decide which are workable and which are not.

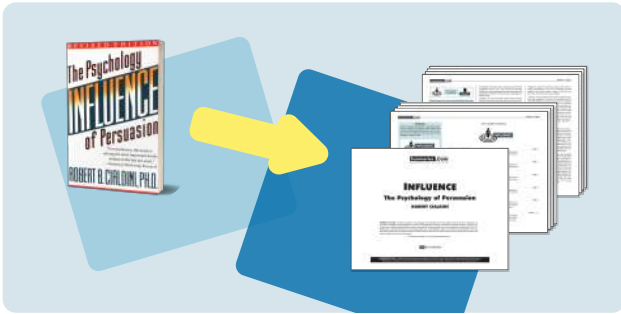
To create the future you want for yourself and your organization, you first need to be able to envisage and imagine it. Productive thinking is the best way to do that. Get up to speed with productive thinking and you can create the vibrant future you want.

“Everybody talks about creativity and innovation these days, but very few actually know how to put them into practice. I think you’ll find that productive thinking is a game changer. It brings the skills to think better out of the closet and presents them in a way that makes them easy for anyone to grasp and use – so they can think better, work better, and do better in every aspect of their lives. The good news is productive thinking is a skill that anyone can learn and develop. Regardless of your starting point, you can learn to use your mind better. Productive thinking can help you think better, work better, and do better in every aspect of your life. The sooner you begin, the sooner you will benefit.”

– Tim Hurson

The Six Step Productive Thinking Process





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