

# de Bono Thinking 24x7™

A New eTool for  
Maximum Creativity  
and Innovation

**What if your computer could not only capture your work, but it could also harness your thoughts, brainstorm and create new ideas? It can.**

With *de Bono Thinking 24x7 Personal Edition* individuals and teams can apply essential thought processes for fast, efficient and innovative output on practical business issues. At the press of a key, *de Bono Thinking 24x7* lays out a customized map, chosen by the user, to prompt the use of Dr. Edward de Bono's most popular tools, the Six Thinking Hats® and Lateral Thinking™.



Do you find it difficult to get time from your managers for meetings or to connect with people in different geographical locations? Then *de Bono Thinking 24x7 Collaborative Edition* is the solution you've been waiting for. Conduct virtual meetings using either Six Thinking Hats® or Lateral Thinking™ and record your thinking to share with meeting participants or others in your company.

Whichever version you choose, *de Bono Thinking 24x7's* easy-to-use features provide hat sequences for myriad purposes, like making quick assessments, generating innovative ideas, designing win-win solutions, and making wise decisions.

**With *de Bono Thinking 24x7* you can:**

- Record your own ideas
- Send the issue and sequence out to colleagues
- Capture their responses
- Compile the thinking into one document while preserving the sequence that led the thinking

**Once you've compiled your thinking using *de Bono Thinking 24x7*, documents can be:**

- Edited
- Printed
- Exported to word processing
- Emailed

Great meeting preparation (you'll find that half the work can be done before the meeting takes place) and a new way to get people to follow up when you ask them to "think about it."

***de Bono Thinking 24x7* thought processing enables you to:**

- Make better decisions faster
- Sharpen critical thinking skills
- Set the stage for companywide innovation
- Apply the de Bono Thinking Systems™ as an ongoing habit
- Build a thinking and learning organization

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**de Bono**  
Thinking Systems