

Invite you to take part to the breakfast-debate

## "Creativity and Innovative Strategy: Surviving and Thriving in a High-speed World"

(Conference in English)

**September 24th, 2009**, from 8.30 AM to 11.30 AM, at 1010 sherbrooke W, 15th floor

**Fred Rosenzveig** is president of The Institute for Thinking Development, an international consulting organisation specialising in thinking systems and innovation. Among his clients are IBM, Pfizer, Ericsson, Verizon or Air Canada. Besides his consulting, he has been the primary thinking skills resource, for the last 15 years, at McGill University's International Executive Institute. In the USA, the University of Miami's School of Business also sponsors his seminars.

Fred Rosenzveig believes that unlocking and implementing the creativity that exists in everybody - from the executive suite to the the shipping room - is vital to achieving a competitive edge. He has developed the mindrange™ program (see [www.mindrange.com](http://www.mindrange.com)) of thinking skills to enhance individual and group thinking and creativity skills.

**Eric le Goff** is co-president of Abilis Solutions, a company specializing in systems and technologies integration as well as in the design, developement of turn-key software. As a co-founder, Eric is in charge of the solution implementation and delivery. Since 1996 he contributed to the growth of this firm which has increased from 2 to its current number of 150 employees. Abilis Solutions, which has its headquarters and Innovation Centre located in Montreal, realizes 60% of its turnover in the United States.

Eric Le Goff believes that it can sometimes be necessary and vital to reconsider a company's activities in order to identify new approaches and to be able to generate a viable long term growth. Eric has developed a turn-key delivery approach that goes against the current of what his competitors offer. And it works!

**RSVP**

**Phone** : 514 844 4888

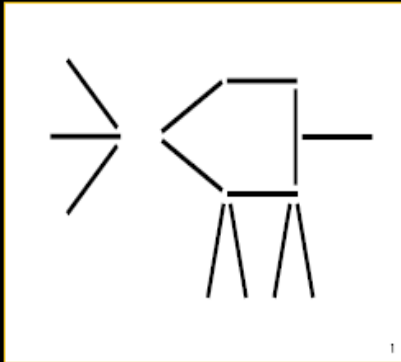
**Email** : [vbjel@abilis.ca](mailto:vbjel@abilis.ca), [www.abilis.ca](http://www.abilis.ca)

Bring your solutions at the seminar!

### Seminar Agenda

8:30-09:00	Breakfast Welcome speech by Eric Le Goff (Abilis)
9:00-10:00	<b>Presentation 1:</b> Experiential Seminar on the benefits of innovative thinking (Mindrange)
10:00-10:45	<b>Presentation 2:</b> Turning the idea into a reality (Abilis)
10:45-11:00	Break
11:00-11:20	<b>Presentation 3:</b> Following the experiential Seminar on the benefits of innovative thinking (Mindrange)
11:20-12:00	Open conversation with the speakers (optional)

## Creative thinking



Save the pig from the arrow by changing the position of two (and only two) sticks which compose the pig. The flying arrow cannot be touched. Which two sticks would you change?

**Creative Thinking and Innovation:** Fred Rosenzveig of the Institute for Thinking Development will present his ideas on how to promote creative thinking within an organization. He will explore thinking techniques used in companies like 3M, Xerox et IBM.

**From Idea to Reality:** Eric Le Goff, President of Abilis Solutions will explain how, through witnessing the difficulties posed by increasingly fierce competition, Abilis Solutions has been able to redefine its service approach and to implement an innovative and profitable business model that has constituted the base of its growth for the last decade.

### Register today:

Register today by calling: (514) 844 4888

