

● Strategic Problem Solving . . . powered by Simplex®



Revolutionizing HOW People Think

The Simplex process is the best fundamental program for defining and solving problems I have ever used... A language for CEO and sales teams alike... The most important tool in the tool kit..."

Rick R., Sr. Vice President and General Manager, American Express

- If your organization's current problem solving processes are not satisfactorily solving major, important, strategic issues . . .
- If you have problems that won't go away or that keep circling back . . .
- If new problems keep catching you somewhat unprepared . . .

Banks International will help you adopt a creative problem solving process to resolve these challenges once and for all. The people in your organization will be equipped and empowered to approach problem solving in a much more effective way after using this process.

Strategic Problem Solving involves the use of imagination and non-linear thinking to solve strategic or unpredictable problems that your organization's current skills and knowledge base do not adequately address. Using the time & field tested, and cost-effective **Simplex®** Creative Problem Solving process, we show you how to use the Applied Creativity approach to strategic problem solving to gain the new skills to tackle any situation.

The renowned and powerful Simplex® process groups the 8-step creative problem solving process into 3 stages: identifying the real problem, identifying the best solution, and implementing the solution.

The Simplex® process approaches creative problem solving incorporating both imaginative thinking and analytical thinking into each of 8 distinct steps.



Banks International can facilitate the **Simplex®** Creative Problem Solving process and guide members of your organization through it, or we can teach you how to execute the process on your own.

"The mere formulation of a problem is far more essential than its solution, which may be merely a matter of mathematical or experimental skill. To raise new questions, and new possibilities, to regard old problems from a new angle requires creative imagination and marks real advances in science."

Albert Einstein