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*Incorporating Olympic Communicators
Under licence from the Australian Olympic Committee*

Graeme Bowman

Keynote Speaker

Graeme Bowman's newest creation is the highly entertaining keynote address, 'Thinking Outside the Square', which hones in on the attitudes and skills needed to create innovative ideas. This address will motivate your people to challenge their current thinking style, and give them valuable tips on how to think more creatively.

And not only is the topic 'outside the square', so is the presentation style. During the address you'll meet some of Graeme's larger-than-life characters, including:

- ◆ David Attenborough's brother, Bruce, who talks about the evolution of such bizarre organisms as Biggus brainus and Homo stuckinaruttus
- ◆ Trev, a bombastic, old-fashioned thinker very much set in his ways. Everyone in the audience knows a 'Trev'.

Accredited by the De Bono Institute as a Lateral Thinking™ Trainer, Graeme has created a presentation that will keep your audience laughing and learning, even during the 'graveyard shift' after lunch.

At your next conference, find a slot for Thinking Outside the Square, and kick-start the process of innovation.

LATERAL THINKING™ TRAINER

Edward de Bono's Lateral Thinking™ techniques are proven tools that create value by helping you to escape from old ideas and generate new ones.

As a qualified Instructor, Graeme Bowman can help you to:

- ◆ Challenge your organisation's current thinking
- ◆ Develop ideas that save money and make money
- ◆ Solve problems
- ◆ Harness the creative energies of your people

During this two-day course, you will learn the tools of Lateral Thinking™ and how they can be used to inject creativity into any area, from R & D and marketing through to product development and strategic planning.

Graeme is also available to facilitate meetings and workshops, using de Bono's Lateral Thinking™ and Six-Thinking Hats® tools.

OUTLINE OF ROUTINE BY DAVID ATTENBOROUGH'S LONG LOST BROTHER, BRUCE

This routine is often used to open a conference, product launch or awards presentation. It is always tailored to the client's organisation and audience. Bruce appears dressed in crumpled shirt and shorts, looking as if he has just come out of the bush. He speaks in David Attenborough's whispering tones.

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The routine generally talks about the evolution of an organisation or industry or product, and uses a lot of terms that a naturalist would use, such as ecosystem, habitat, predator, tribal group, etc. Many terms are expressed as Latin species names. For example, Bruce may refer to customers as . . . *'Consumerus live-beyond-their-meanseei'* or *'Clientus expect-the-eartheei'*.

Towards the end of this routine, and completely out of the blue, Bruce sometimes launches into a rock song, which is also tailored to the client.

Within the routine, there is also scope to take the mickey out of people in the audience who have been dobbed in by the client.

CLIENT FEEDBACK

"A lively, humorous, interesting session...very well received."

CSIRO

"Very entertaining and thought provoking."

Yamaha

"Your innovative an humorous presentation...certainly loosened up our mind processes."

Australia Post

"As those in attendance represented the cream of the Meetings Industry, it was not going to be easy to impress them. But impress them you did. Your hilarious opening, which saw naturalist Bruce Attenborough poke fun at our industry, before bursting into a high powered rock song complete with manic dancing, really came out of left field."

Meetings Industry Association of Australia

"Your David Attenborough opener was instrumental in setting the mood for the evening and was a wonderful icebreaker with our staff."

Westpac

"The doctors loved the David Attenborough script."

Merck, Sharp & Dohme

"Graeme's opening captivated audiences with cleverly written and delivered lines ... an excellent response from our VIP customers."

Isuzu-GM

"The conference opening which featured Graeme's impersonation of naturalist Bruce Attenborough and members of the ALSA committee, tracing the evolution of the liquor store owner from the Jurassic Age to the present and into the future, was indeed memorable."

Australian Liquor Stores Association

"Excellent. Graeme did a well researched presentation."

Department of Primary Industry Water & Environment

“Thank you for the wonderful contribution you made to the success of the World Environment Day Awards ... highly entertaining.”

United Nations Association of Australia

“Graeme was brilliant. At a function for an important client of the firm, Graeme’s speech managed to break the ice and reduce the formality of the occasion.”

Gadens Lawyers