

Dr. Min Basadur

Thinker

Inventor

Author

Strategist

Innovator

Consultant

Founder

Speaker

Researcher

Professor

Revolutionizing how people
think!



Dr. Min Basadur

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Dr. Min Basadur

Career Highlights



• speak before university audiences and business leaders; establishes research and consulting partnerships

1985-87

- Expands consulting with major corporations to include **Stelco, IBM, Eli Lilly and PepsiCo**
- Builds a **North America-wide network of consulting associates**
- **Publishes** a tool for measuring effectiveness of creativity training
- **Publishes** research on business and industrial creativity

1984

- **Expands the Center for Research in Applied Creativity** with first consulting associate

Early 1980s

- Conducts intensive research and consulting programs in applied creativity with major corporations, including **Ford Motor Co., Frito-Lay, Goodyear, USAF Aeronautical Laboratories and Atomic Energy of Canada Ltd.**

1982

- **Invents Creative Problem Solving Profile (CPSP)**, a pioneering instrument for understanding applied creativity
- **Begins publishing** in leading research journals, including a landmark publication demonstrating that creativity training in organizations does work

1981

- Establishes the Simplex system and a consulting practice – **The Center for Research in Applied Creativity** -- for consulting, training and culture change
- Joins McMaster University as faculty member in the Michael G. DeGroot School of Business

1980

- Receives **Doctorate (Ph.D.)** and wins **American Psychological Association award** in Industrial and Organizational Psychology for Best Doctoral Dissertation, **University of Cincinnati**

Early to mid-1970s

- Receives **three U.S. industrial patents** and becomes internal innovation consultant for **Procter & Gamble (U.S.)**, where his innovation program contributes more than \$600 million a year to bottom-line profits
- Completes **Master of Business Administration (M.B.A.)**
- Begins invited **speaking engagements** on creativity and innovation

1960s

- Completes **Engineering Physics degree (B.S.)** and joins **Procter & Gamble** in product development

Dr. Min Basadur

Dr. Min Basadur Bio

Dr. Min Basadur, as a pioneer and world-renowned thought leader in the field of applied creativity and innovation, has devoted his life to leading organizations to achieve significant tangible business results and to make innovative thinking a way of life.

*"Revolutionizing how people think" is how Min has built his company, Basadur Applied Creativity, recognized internationally as an organization of pioneers, innovators and leaders in the field of applied creativity consultation and research. Their **worldwide clients** include Goodrich, Procter & Gamble, Frito-Lay, PepsiCo and Ford and the governments of Singapore and Canada.*

*Min is a full professor of innovation and organizational psychology at **McMaster University**, where he teaches creative and critical thinking, and management of innovation and change. His reputation and ideas have attracted graduate students and junior faculty members as research and teaching partners. He has **published more than 28 peer-reviewed articles** in leading journals and has been a reviewer with the Academy of Management Journal, the Sloan Management Review and the National Science Foundation.*

*In his book, **The Power of Innovation**, Min discusses his approach to unleashing creativity, improving performance, becoming a leader, innovative thinking, working smarter and making applied creativity a way of life in organizations. He has also shared his ideas and expertise in innovation, creative problem solving, knowledge development and strategic thinking as a speaker for international gatherings, from Toronto to London to Hong Kong to Singapore.*

*As a sponsoring member, trustee and lifetime colleague of the **Creative Education Foundation**, Min pioneered studies of creative thinking and problem solving and has shared his insights to help people solve "real-world" problems. In carrying forward the legacy of such earlier thinkers as Alex Osborn, Sidney Parnes and J.P. Guilford, he has continued to develop the study and practice of applied creativity.*

*Educated in engineering physics, Min began refining his insights about creative thinking and problem solving more than 20 years ago while developing new products and markets at **Procter & Gamble**, where he received **three U.S. patents** and created a corporate-wide internal consulting practice prior to starting his own company.*

Dr. Min Basadur

Career Highlights



2003

- Expands consulting with major corporations to include Pfizer and Magna International
- Formalizes international consulting practice in Spain
- Speaks on "**Multi-Disciplinary Innovation NOW!**" at the "Innovation Convergence 2003 Symposium" in Minneapolis, Minnesota
- Speaks on "**Opportunity Generation and Conceptualization: Inclusive Skills and Tools for Successful New Ideas**" at IIR & PDMA's "Managing the Front End of Innovation" conference in Boston

2002

- Repositions organization as **Basadur Applied Creativity**
- Formalizes international consulting practice in **Singapore**
- **Publishes research** on Spanish speaking managers and creativity

2001

- Expands international consulting network to **Mexico**
- Continues consulting work with major corporations, including technology companies **Scient Corp.** and **Goodrich**
- Conducts training/consulting with **IBM Greater China**
- **Publishes** research on both Team Creativity and use of Challenge Mapping for understanding technology management

2000

- Expands international consulting to **Hong Kong**
- Speaks on:
 - "**Putting our collective creativity to work for competitive edge**"; Creating a Society of Leaders Conference held by McCann-Erickson in Berlin
 - "**The growing importance of innovation skills in business**", Jinan University, Guangzhou, China
 - "**Building innovative capital for bottom-line results: The thinking organization**", Management Development Centre of Hong Kong
 - Keynote address on "**Inclusive creativity for shifting challenges**", CEMA Marketing and Sales Conference, Switzerland
 - "**Time out for corporate creativity**", International Idea Conference, The Hague
- **Publishes research** on integrated use of creative thinking skills, attitudes and behaviors

1999

- Speaks on "**Knowledge development and management: A creative process**", Asia Pacific Quality and Service Conference, Singapore

Dr. Min Basadur

Career Highlights

1998

- **Innovation Lectures** at Temasek Polytechnic University in Singapore

1997

- Speaks on:
 - **“How to expand your strategic thinking capabilities through the power of innovation”**, Strategic Leadership Forum Special Conference on the Strategic Mind, Toronto
 - **“Creative minds/Creative environment”** at Sainsbury Innovation Technology Conference, London
 - **“Challenge mapping for strategic thinking”** at the Creative Education Foundation Creative Problem Solving Institute, Buffalo, New York
- Conducts **research seminars** in organizational creativity, **Peru**
- **Publishes research** that connects organizational development with creativity

1996

- Speaks on **“The power of innovation: Powerful strategies for creating competitive advantage”** at Toronto Speakers Forum, Toronto
- **Publishes** measures of organizational factors affecting innovative thinking

1995

- Speaks on **“Developing innovative skills for competitive advantage”**, The Power of Innovation Conference, London
- Publishes his book, **The Power of Innovation**, London's Pitman Publishing
- Named full professor at **McMaster University**

1994

- **Publishes** book, **Simplex: A Flight to Creativity**, and **The Basadur One-Hour Problem Solver** software
- **Publishes** key applied creativity tools: “Why-what's stopping” analysis, and Challenge Mapping for creatively defining problems
- **Publishes** research on managing the creative process in organizations
- Cited by the International Review of Industrial and Organizational Psychology as **the only validated, research-based system of applied creativity**

Early 1990s

- Builds **international network of research and consulting associates**, principally in **Europe (England, France, the Netherlands), Chile, Singapore**
- Expands cross-cultural research and consulting into **South America and Eastern Europe**
- Begins **translation** of consulting materials into French and Spanish, reflecting scope of consulting work in North America and abroad

1988-89

- Visits **Japan** to conduct seminal research on managing creativity and to

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Revolutionizing how people think!

Dr. Min Basadur

An introduction to Dr. Min Basadur



A powerful speaker and creativity leader!

“Revolutionizing how people think together”: That's the thread that runs through presentations by Min Basadur, a dynamic, personable speaker and founding director of Basadur Applied Creativity Inc., recognized internationally as leaders in the field of applied creativity consulting and research.

Min employs a sometimes folksy and **always-energetic speaking style** that involves his listeners and that builds excitement over his ideas. He conveys often-complex ideas in simple, clear terms that listeners are able to understand and take home. He draws on real-life examples from his extensive **corporate consulting practice** to illustrate ideas and to anchor his presentation solidly in the “real world.”

Perhaps his most startling message is that, far from being a mystical concept reserved for so-called “creative types,” **creativity is a gift we all share**. Min shows his listeners how each one of them can combine analytical and imaginative thinking in a disciplined process to contribute to organizational innovation.

More than that, the entire organization can take deliberate steps to make innovative thinking a way of life rather than simply an add-on or an extra. **In demystifying creativity, Min shows his listeners how to use applied creativity to improve bottom-line results and foster culture change, including building ownership, commitment and motivation throughout the organization.**

Min's discussion of innovation and applied creativity draws upon his multi-faceted background as a **leading business consultant, researcher and author**. His consulting and research work with senior executives worldwide – and his own work “in the trenches” in corporate-wide innovation and product development at Procter & Gamble -- has shown him that world leaders are able to involve people at every level in the quest to make innovation and creative thinking a way of life.

He shows how **individuals, teams and entire organizations** can use innovation and applied creativity to solve complex problems and create fresh opportunities in our rapidly changing world – today and tomorrow.

Min shares his insights about a research-based system of applied creativity, a system based on continuously finding important problems, defining and solving those problems, and implementing new solutions. From continually anticipating and recognizing new problems and opportunities to making proactive, deliberate changes to internal processes and external markets, Min makes a persuasive case for an **innovative thinking system** that makes teams -- and the entire organization -- more creative.

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www.basadur.com

Dr. Min Basadur

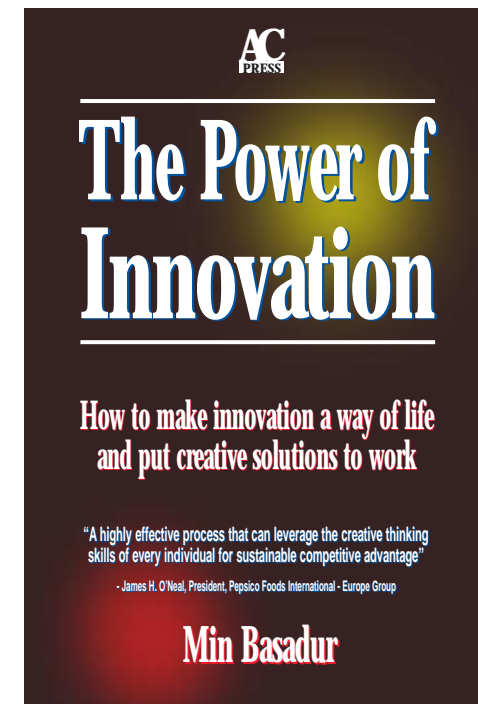
Recent Key Note Speeches

Among his recent keynote presentations to international groups, Min has spoken on:

- *“Putting our collective creativity to work for competitive edge,”*
McCann-Erickson, Creating a Society of Leaders Conference, Berlin
- *“Building Consultative Skills Through Applied Creativity”*
Marketing Research & Intelligence Association, Toronto
- *“Knowledge development and management: A creative process,”*
Asia Pacific Quality and Service Conference, Singapore
- *“How to expand your strategic thinking capabilities through the power of innovation,”*
Strategic Leadership Forum Special Conference on the Strategic Mind, Toronto
- *“Time out for corporate creativity,”*
International Idea Conference, The Hague
- *“The power of innovation: Powerful strategies for creating competitive advantage,”*
Toronto Speakers Forum, Toronto
- *“Developing innovative skills for competitive advantage”*
The Power of Innovation Conference, London

Dr. Min Basadur

Books and Software



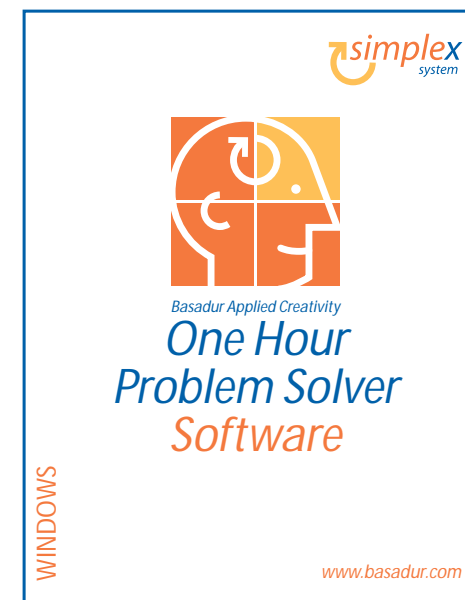
The Power of Innovation

How to make innovation a way of life and put creative solutions to work

In a changeable global marketplace, the key competitive advantage of the future will be the ability to innovate. The corporate winners of the next century will be those enterprises who learn how to harness the creative talent of every individual in a systematic way for the betterment of the organization and the customer.

The Power of Innovation lays out a proven framework based on the Simplex System for divergent thinking, developed by Dr. Basadur at the Basadur Applied Creativity Center for Research in Ontario and implemented with major international corporations such as Procter and Gamble, Pepsi Cola and Ford.

This thinking technology can be learned to release creativity and innovation in individuals, groups and organizations; helping you to manage great ideas into action and solve problems creatively.

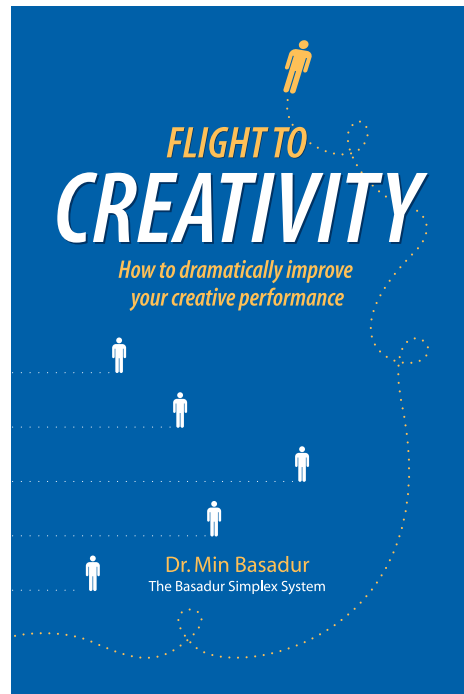


Basadur Applied Creativity One Hour Problem Solver

Software

The One Hour Problem Solver software is a Windows-based version of Dr. Min Basadur's proprietary Simplex creative problem solving process. It will help individuals and organizations to solve complex problems, uncover fresh opportunities and take those opportunities to action. The software makes it easy not only to use the process, but also to organize and document the information produced in the problem solving sessions. It provides the perfect mechanism for teams with members in different places to easily manage their problem solving process.

Dr. Min Basadur
Books and Software



Flight to Creativity

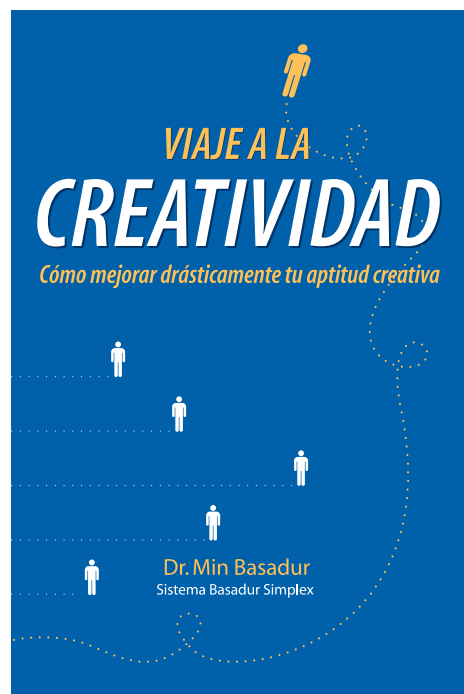
How to dramatically improve your creative performance

"Learning to leverage the creative thinking skills of every individual, regardless of their level, creates the sustainable competitive advantage every corporation is striving for. Simplex is a highly effective system that provides senior management with a unique tool to tap into a massive organizational resource."

Jim O'Neal, President & Chief Executive Officer, Frito-Lay International

"Simplex is the best fundamental system for defining and solving problems that I've ever used. In a world of change, ambiguity, and conflicting objectives, there is no better way to isolate key issues and develop win-win solutions. A common framework for communication and interaction for CEO and salesperson alike, Simplex creative thinking is the foundation of any high-performance team."

Richard M. Routhier, President, Sales and Merchandising Division, Bantam Doubleday Del



Viaje a la Creatividad

Cómo mejorar drásticamente tu aptitud creativa

Dr. Min Basadur's book, *A Flight to Creativity*, is available in Spanish as "*Viaje a la Creatividad. Cómo mejorar drásticamente tu aptitud creativa*". Translated to meet demand from customers and other readers in Spain, Mexico, Chile Peru and areas of the United States.

Dr. Min Basadur

People speak about Dr. Min Basadur



"The key value Min brings is the **joining together of academic research with practical application of tools and skills**. Min uses his knowledge of creativity research to significantly enhance the impact and believability of the skills and tools he uses in his consulting work."

Alan E. Bath, Section Head, Human Resources, Procter&Gamble

"Dr. Basadur is able to **captivate an audience** with his powerful message, and he does so in a style that is both **simple and sensitive**. He opened up a whole new ballpark for many of us!"

Larry Cassie, Manager, Training and Development, Government of Canada.

"I have been involved with several consultants but religiously adhere to the teachings of only two: Min Basadur and Tom Peters. . . Basadur Applied Creativity's value to me and ultimately to the Coca Cola Company have been **invaluable**."

Steven C. Jones, Chief Marketing Officer, Senior VP, Coca Cola Company

"Of all the seminars we have held and lecturers we've asked to present, none have been more valuable to the Pepsi system than your Simplex system. The major contribution has been to **take confrontation out of the creative process**, thereby creating an atmosphere that allows full and free expression without fear of criticism. . . In short, you have given us the tools to succeed and we are deeply indebted."

John F. Gabriel, President, Pepsi Cola Bottlers

"Dr. Basadur's Applied Creativity skills have **enabled our work teams to discover and eliminate root causes of problems while enhancing corporate profits**. Aside from hard-core savings and new future investments, we have experienced more employee tolerance for ambiguity and unstructured challenges, increased desire to initiate new ideas and commit to an action plan and increased self-confidence."

Nicholas Pollice, Manager, Organizational Development. E.D. Smith.

"Min and his techniques proved to be a very valuable tool in creating a **far more constructive and productive process** for building a bigger and more collective 'pie' that both parties could share."

Craig E. Weatherup, President and CEO, Pepsi Cola North America

