



[www.mindrange.com](http://www.mindrange.com)

## **[The Role of The Institute for Thinking Development](#)**

### **[Who we are:](#)**

- **International Leaders in Creativity and Innovation.** The Institute for Thinking Development ([www.mindrange.com](http://www.mindrange.com)) has over twenty-five years' worldwide experience in helping clients to be more creative and innovative. We have helped clients from a wide range of industries to develop new products and services, train executives, professionals, and staff, manage change, and create a culture which fosters innovation.  
(see *clients* and *testimonials* on website)

We have highly experienced associates available for program delivery and coaching. Train-the-trainer programs are also available, as well as licensing for the *MindRange*® conceptual tools.

- **Proven Creative Thinking and Innovation Tools.** For over 20 years, we have developed highly-rated executive programs in Creative Thinking & Innovation for the respected McGill University International Executive Institute (see *public seminars* link on [www.mindrange.com](http://www.mindrange.com)), as well as Queens and Concordia Universities. In the USA, the University of Miami sponsors our public programs. Our *MindRange*® Program provides proven conceptual tools to escape from existing thinking and develop new ideas and products, at will. These tools - "software for the mind" - are easy, powerful, and profitable.

*For example, without the loss of a single employee, one multinational food manufacturer (M&M Mars) used our techniques to reduce manufacturing expenses by \$2,000,000 in just four months following the training.*

*The IT department of Air Canada, together with their IBM consultants, used our methods to take \$19 million out of their IT expenses.*

- **We work across many industries, from telecommunications to retail. One example is our extensive experience in the pharmaceutical field.** In the pharmaceutical field we have worked extensively at all levels and functions, from strategic planning, marketing, sales, research, clinical trials, finance, manufacturing, and process re-engineering. Our clients include: Merck, GSK, Pfizer, Aventis, Schering, J&J, Abbott Laboratories, as well as hospitals, medical and professional associations, and the Canadian Pharmaceutical Manufacturers' Association.

Our pharmaceutical work has included:

- delivering 1, 2 & 3-day programs in creativity and innovation, open to anyone in the organization
- Consultant to senior management and HR executives on creativity and innovation and developing a culture to support it, strategic planning, and change management
- motivational speaking to senior management and professionals – keynote speaker to Canadian Pharmaceutical Manufacturers' Association annual conference, Ontario Pharmaceutical Marketing Association, Pharmaceutical Marketing Club of Quebec, and research scientists' annual retreat.
- custom-designed programs for project teams or intact work groups. These taught creative thinking tools and applied them to the specific needs and challenges of the group. Examples: sales division challenges, re-engineering financial systems, re-organizing clinical trial methods, developing soft skills to improve client relations for IT division, regulatory affairs, strategic planning, new product development, marketing and new product launches

### *How we can help enhance creativity and innovation to add value:*

IFTD's programs are modular and scalable, and integrate easily with other approaches in the field.

IFTD can serve as a key adviser and creativity consultant for an innovation program, supplying conceptual advice, consulting, and innovative thinking systems.

We can work with people at all levels of the organization, from staff to professionals, from research scientists to company directors and senior management.

We can work in a research, design, and consulting mode, and also provide motivational speaking and custom-designed training. Our involvement can range from a turnkey contractor with total project responsibility to project consultant and supplier of licensed conceptual technology.

The Institute for Thinking Development

Tel. (514) 938-3010

e-mail: [fred@mindrange.com](mailto:fred@mindrange.com)

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