



ABOUT ROBYN ALLOM

In her thirty year career in education and training Robyn has been a teacher at all levels of education. She has also been the designer and manager of state and national pilot programs and learning centres, a visiting academic, an international conference presenter, a national delegate to other countries, a corporate trainer and an international consultant.

Robyn's involvement in many high-profile international projects and programs has recognised her skills in curriculum design, teaching-learning practice, individualising, catering for "gifted and talented" learners and thinking skill development (with an emphasis on "design thinking").

At the invitation of Dr. Edward de Bono (best known for his creation of "lateral thinking") Robyn worked with him internationally and became the first certified Lateral Thinking trainer in Australia in 1994. She was awarded both this and her "Six Thinking Hats" certifications in the U.S.A.

Both Robyn's work and her studies to doctoral level have reflected her fundamental concern with the development of creative and constructive thinking for living in a world full of the challenges of change and uncertainty. They also reflect her sense of delight in innovation and effectiveness.

Robyn has been involved with my work since 1979. I have complete confidence in her understanding of it, ability to teach it and capacity to support others in applying it.

Dr. Edward de Bono - London 2004
International authority on creative thinking
and the direct teaching of thinking as a skill

Throughout her career Robyn has consistently demonstrated deep understandings, enormous commitment, the ability to think 'outside of the box' and rare teaching abilities.

Assoc. Prof. Glen Postle - Toowoomba 2002
Assoc. Prof. Faculty of Education and Assoc. Director (Academic)
Distance Education, University of Southern Queensland

We need fresh thinking now and by future generations on practical matters like the management of our limited natural resources. Robyn is a skilled thinker. Taking advantage of this will enable her clients to have a stronger impact on Australia's future.

Mr. Richard Pratt - Melbourne 2004
Owner-Chairman of the Pratt Group

Thinking by Design is a breakthrough for training in regional Australia. Training of this type and calibre has previously only been accessible in our major coastal capitals. It is now both accessible and affordable for regional communities. This offers the opportunity for regional Australians to become active participants in the global thinking network.

Mr. Dick Kegrins - Orange 2003
Program Leader Wool Industry, N.S.W. Department of Agriculture

I met Robyn when she assisted us in establishing the Gold Coast Gifted and Talented Children's Association. She was then the selected teacher of a group of children drawn from seven different grades. She is very impressive for her rapport with children, the enthusiasm that she engenders in children and adults, the sense of responsibility that she develops with them and the different approaches to problems that her teaching encourages.

Mr. Barney Marrows - Gold Coast 2004
Retired Senior Assistant Director General, Telecom Australia

Robyn designed and led our Hunter Valley Thinking Project for approximately thirty government school primary and secondary teachers. She presented courses, compiled comprehensive resource packages and designed a classroom-based action learning program that was implemented by the teachers over three months. Those involved in the project formed a mutually supportive network which sustained their learning for at least two years. Robyn's work stimulated a lot of reflective teaching.

Ms. Kerrie Stevens - Sydney 2004
General Manager, Dusseldorp Skills Forum



"Everything has changed except our way of thinking ... The problems of today will not be solved by the same thinking that produced the problems in the first place"

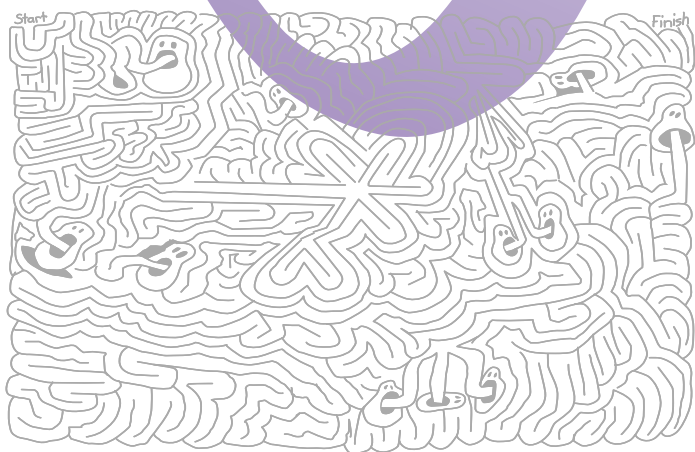
Albert Einstein

IF THINKING ABOUT
WHAT CAN BE
IS MORE IMPORTANT
TO YOU THAN
THINKING ABOUT
WHAT IS
THEN WE SHOULD
WORK TOGETHER

"You can analyse the past but you have to design the future"
Edward de Bono - *New Thinking for the New Millennium*, 1999

As an educator, trainer and/or facilitator of learning our services are important to you. Thinking by Design links you with leading international developments through:

- ✗ The design and management of thinking events
- ✗ Conference presentations
- ✗ Public and in-house courses
- ✗ The official Edward de Bono courses in Lateral Thinking and Six Thinking Hats
- ✗ Custom designed projects and programs
- ✗ Mentoring and demonstrations
- ✗ Networks and forums
- ✗ The establishment of thinking centres/challenge centres
- ✗ Events focussed on meeting the needs of individual learners
- ✗ Children's thinking workshops
- ✗ Creativity and innovation competitions, including some carrying prestigious awards
- ✗ Publication
- ✗ Research
- ✗ The sale of thinking skill teaching-learning resources
- ✗ Certificate IV assessment and workplace training



Lance, Aged 8

Past designs define current boundaries. When we use new thinking we challenge those boundaries. We are all the designers of our world. It's a matter of how consciously we do it and with how much energy and skill.

Thinking by Design is a regionally based company that focuses on thinking and innovation in life and learning. It serves all sectors in regional Australia and builds on the experience of its owner-director, Robyn Allom, who is internationally recognised for her work in this and related fields.

A unique resource for the development, application and sharing of new thinking, Thinking by Design provides services relevant to ourselves, our personal lives, our workplaces, our fields of interest and our children's education.

The internationally proven concepts and tools used by Thinking by Design are based on the principles of being constructive, creative, effective and enterprising for:

- ✗ Living in a complex world of uncertainties
- ✗ Working collaboratively and applying our collective thinking
- ✗ Generating concepts and ideas for value creation and capacity building
- ✗ Developing parallel leadership
- ✗ Making the teaching and learning of other things simpler and easier
- ✗ Enjoying our creative abilities to problem solve and innovate
- ✗ Designing our own futures rather than having them 'happen to us'

We look forward to meeting with you to discuss how Thinking by Design can assist you in achieving your goals. If you would like more information please visit www.thinkingbydesign.com.au

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"If you always do what you've always done you'll always get what you always got"

Like numeracy and literacy, we now know that we need OPERACY. Being operate is having the skills of thinking for doing - Dr. Edward de Bono [1985, 124; 1999,4]. It is having the thinking that enables you to **make things happen** with your other learnings and resources such as technology.

Parents, professionals in wide-ranging fields, government, business and employers are thinking **THINKING**. It can be seen in research, parent surveys, conference papers, web sites, training priorities and employment selection processes. In education it can be seen in the teaching of thinking as a core, and in some cases mandatory, part of the curriculum. It's happening world wide and escalating rapidly. It has been developing on such a scale that there is now a prestigious World Centre for New Thinking that is seen by the Maltese government as its contribution to the European Union and beyond.



While Thinking by Design uses a wide range of concepts and strategies the work of Dr. Edward de Bono is fundamental to what we do. The inventor of Lateral Thinking and Six Thinking Hats, Dr de Bono is recognised as the world's leading authority on creative and conceptual thinking.

"If you do not express your own original ideas, if you do not listen to your own being, you will have betrayed yourself – Also, you will have betrayed your community in failing to make your contribution to the whole."

Rollo May