



Workshop

"ZING MEETING"



Solving The Impossible Pty Ltd

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“Zing Meeting” Workshops

Conducted by Principal, Solving The Impossible Pty Ltd, Ray Buschmann

What
is?



The astounding way to create vast new knowledge faster

and to make a client’s key business issue meetings much more productive. Participants use unique Zing© wireless keyboards making their contributions anonymous, however everyone can see all the ideas on a large screen display so all concepts are listened to, and considered by everybody . Prior to the session, the specially trained and accredited Zing© Facilitator develops a series of highly impactful questions in the optimum sequence with the client, designed to stretch the imagination limits of all participants. Responses gathered electronically are in real time – no annoying paper trail, no needed transcribing after the meeting.

Who Should Attend – Zing© equipment and an accredited facilitator can be hired by clients based on their own specific need. Up to 70 participants can be easily involved, or, if required, a larger audience can be managed with additional resources



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Benefits

- Five times faster than conventional meetings
- Hundreds of quality ideas generated in an hour
- Everyone gets involved and has an enjoyable experience
- Disorganised groups become top performing teams
- Meetings become fun, safe and comfortable with resultant high productivity
- Participants reach radical but similar conclusions despite their differences
- Participants become committed more readily to take action
- Equal say – the loudest no longer dominates
- Verbatim capture of thoughts – “in their own words”
- Sense is made of complex or rapidly changing situations
- Ideas are built on as the process proceeds, generating even higher quality output
- Traditional negative meeting productivity bandits, the “know-it-all”, the “managerial authoritarian”, and the “shy and silent type”, find themselves base-lined with all others

You can own Zing©

After being shown the power of the tool you have the ability to purchase your own system, and be qualified as a Zing facilitator. Contact Ray Buschmann for details

Anytime Zing©

“Food for Thought” lunchtime Zing sessions have been popular in many corporate environments

Some Examples of Zing© Sessions

- helping United States journalists overcome “corporate writers’ block”
- at the London, England Henley Business School considering ways how they can evolve small business to the next level mid-size business
- in Johannesburg South Africa with excited new entrepreneurs choosing their first and best opportunity business venture
- a session with sales colleagues discovering new “below the focus” customer behavioural characteristics
- taking product and service offerings that don’t appear to work, and by ignoring corporate politics, really find out the reasons why
- naming contests for new products
- change management issues and how to overcome these obstacles in corporate life
- safety improvement recommendations
- product and container counterfeiting prevention using creative measures

Custom Design of Zing©

We will work with you to develop the appropriate questions for your own specific Zing session



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“Introduction to Ray Buschmann”



Ray Buschmann is a leading global “hands on” idea management practitioner, who is a specialist in the field of **generating business oriented creativity and ingenuity.**

Ray is an Australian, and over the last 14 years has held extensive senior management positions within the giant energy corporation, Chevron, in South Africa, Singapore, Thailand, with the past 7 years in the United States. As part of his global duties, Ray has visited over 95 countries, and is a passionate advocate for diversity. From 2003 to 2007, he held the unique role of Global Manager Innovative Solutions within Chevron Lubricants, and pioneered the introduction of new and stimulating ingenuity techniques and tools, shared in speaking engagements around the world.

In early 2008, Ray took on an even more focused path, returning to Australia as the Principal of his own company: “Solving The Impossible Pty Ltd, and continues to focus on “what works” rather than the prevailing theory, especially in helping clients solve seemingly, impossible customer problems.

His transformational leadership is characterized by capturing practical insights beyond his business world, as he continues to work closely with idea management colleagues in various industries, countries, learning institutions, consultancies, and innovation authors, to share and continually learn best practices.

Ray is the author of a paper: “Ideas Galore – What Do We Do Now?”, and his unique approach to idea management has been used as a case study in the MBA course, “Management of Innovation” at the Università Cattolica, Piacenza Italy. He has been referenced in “Fortune” magazine, featured in “The Future of Innovation – Practice & Possibility Among the Most Effective Large Corporations”, ILO (Innovation in Large Organisations) Institute USA, and also in “Finance Week”, South Africa.

His first book, “Solving Impossible Customer Problems”, will be published later this year. He is now currently writing a creative pathways book especially for children, which will be completed in 2009.



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