

THE THINKING CORPORATION

The term **Thinking Corporation** applies to any organisation that accepts the basic truth that all people have the ability to create their own futures. In accepting this, they provide for everyone to be successful in the realisation of their own vision through culture, systems and processes that facilitate the implementation of employee generated ideas.

From "The Thinking Corporation" by David Froom

"David's brilliant new book, *The Thinking Corporation* is the outcome of years working with people within diverse organisations & his immense ability to hear, observe & identify the organizational issues across multiple levels."

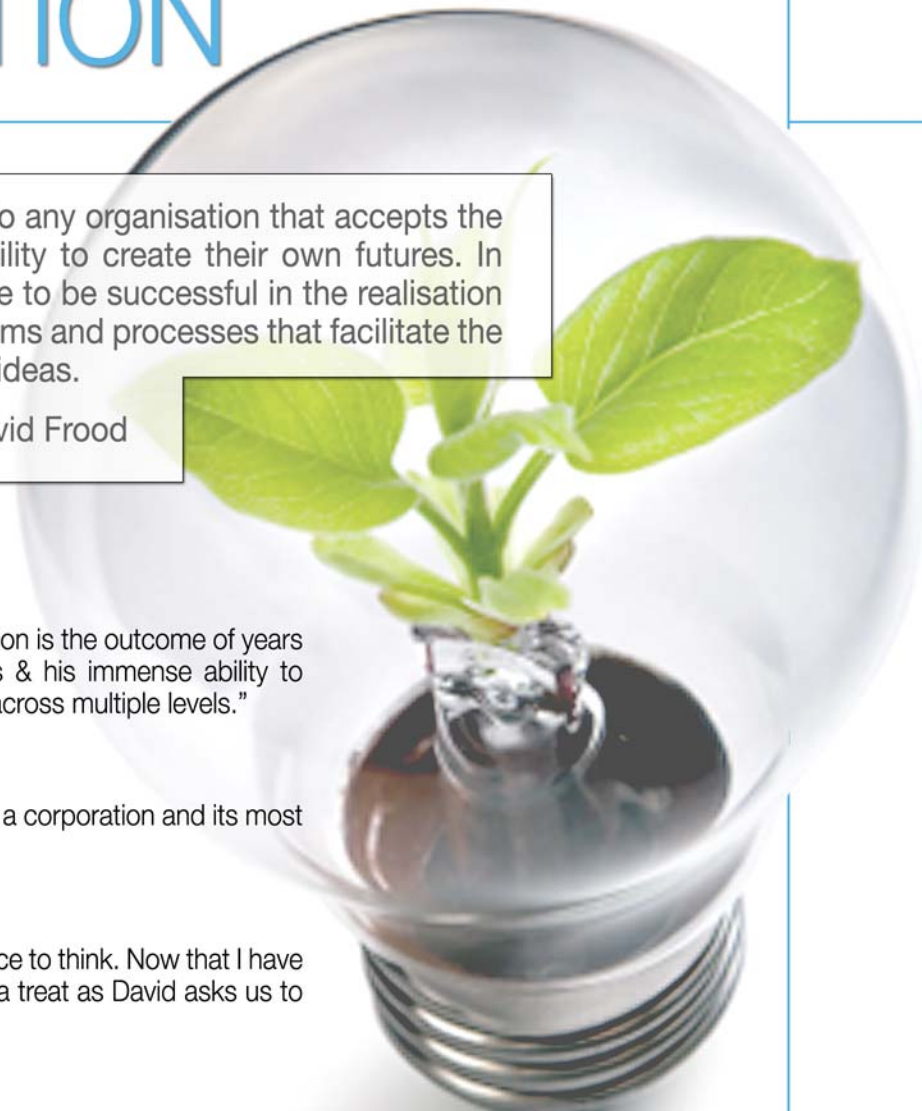
[Rick Morgan, General Manager Lynch Group](#)

"The Thinking Corporation provides an insight into a corporation and its most important asset - its people."

[Ray Smith, Managing Director ECO2 Forests Inc.](#)

"He is an engaging speaker who forces the audience to think. Now that I have read his latest book I believe audiences are in for a treat as David asks us to consider the future role of Corporations."

[Jeff Richardson, State Manager Bacardi Lion](#)



THE THINKING CORPORATION

Benefits of making the transition to “A Thinking Corporation”

- Growth through innovation/ creativity
- Increased profits
- Higher entity value
- Lower staff turnover
- Improved productivity

All of these benefits plus

- Positive social contribution
- Attract ideas from entrepreneurs and inventors
- Manage the highs and lows of the business cycle



The new generation of employee/ employer relations:

Master/slave → Union intervention → Current age → The Thinking Corporation

Transform your organization into a corporation of the future that encourages employee innovation and rewards the source. Attract new business ideas from external entrepreneurs and inventors through being an organization that can be trusted with other peoples Intellectual Property.

THE THINKING CORPORATION

A Five Step Process

1. Rate your organization against our benchmark
2. Optimize the performance of current tasks
3. Install a general knowledge of TTC principles
4. Make sure the right people are in the right jobs
5. Install the TTC “Thought Management” process



THE THINKING CORPORATION

The Thinking Corporation (TTC) corporate change program is licensed to be delivered by the consulting firm of your choice. You can work with the people that you know and trust to deliver positive change, magnificent results and secure the future success of your organization and its people.

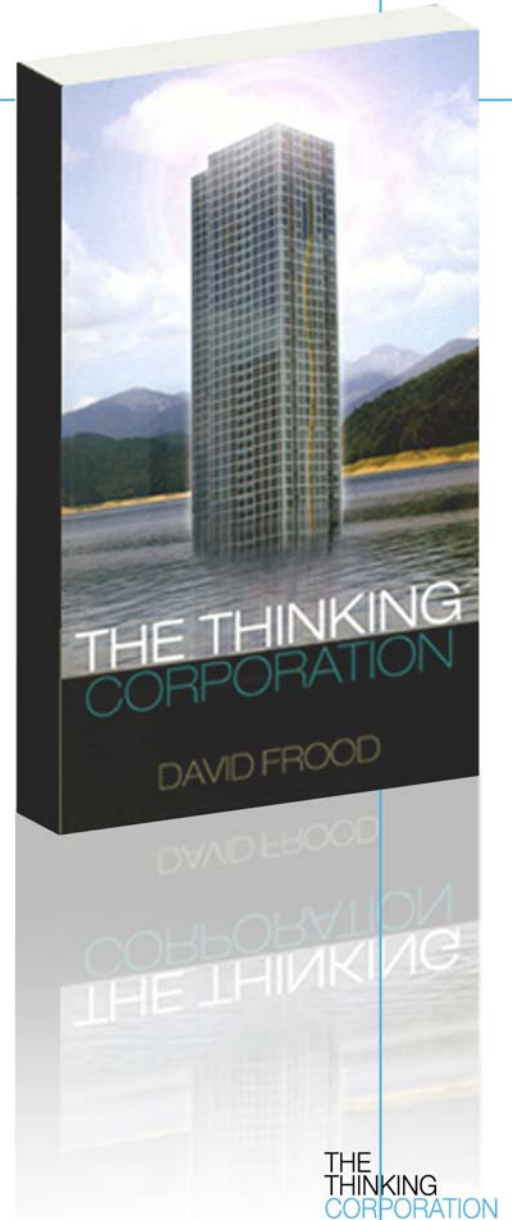
Becoming A Thinking Corporation results in benefits to the corporation, customers, employees, all mankind and our Earth.

Contact us

If you are thinking about implementing the change program, or if you are a corporate consulting firm interested in delivering the program for your clients.

thethinkingcorporation.com

“We can’t solve problems by using the same kind of thinking we used when we created them.”
Albert Einstein



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