

**PRESS RELEASE**  
**The Edward de Bono Seminar 2006**  
**University of Malta**  
**12 - 14 June 2006**

*“If you do not design the future someone or something else will design it for you.” Edward de Bono*

For the fourteenth consecutive year the Edward de Bono Institute at the University of Malta is holding The Edward de Bono Seminar. The first seminar was held in July 1993. Around seventy people from ten different countries are participating in this year's Seminar, which is being conducted by Professor Edward de Bono himself. Mr. Josef Camilleri, Chairman, Young Enterprise Malta, will deliver the opening address.

Seminar participants will hear Professor de Bono speak about human thinking and why he claims that the human brain is designed to be “brilliantly *un-creative*”. The main question which Professor de Bono deals with concerns possibilities and designing for the future. Technological and social change is all around us and is causing us to re-think traditional ways of doing things. Professor Edward de Bono motivates his listeners to seriously consider moving from regular problem solving situations towards designing the future and unleashing their potential for creativity. This can be done by means of specific methods which release us from conventional thinking and which point towards fresh solutions and new ways of thinking.

A number of prestigious international awards have been conferred on Professor de Bono. On the 1st July 2005 the University of Dundee conferred the Degree of Doctor of Law (LLD) on Edward de Bono for his contribution in the field of human thought. In his Laureation address Professor Malcolm Horner acknowledged Professor de Bono's efforts when he said that Professor de Bono has dedicated his life to ‘teaching the world to think’ since 1983. This recognition of Professor de Bono's efforts was further recognised as Professor Horner stated: ‘For a university which is committed to thinking what nobody has thought, to weaving entrepreneurship and creativity into its very fabric, it is entirely appropriate that we should choose as a role model a man who is a beacon of creative thinking.’

In May 2005 the University of Advancing Technology (UAT) awarded the Leonardo da Vinci Medallion to Professor Edward de Bono. UAT chose to name its most outstanding award after Leonardo da Vinci, the archetypal Renaissance man. According to UAT President Dominic Pistillo, both Edward de Bono and Leonardo da Vinci are representative of the innovative approaches to thinking which are central to UAT's core learning strategies: ‘At UAT, we strive not only to provide an enriching educational environment, but to raise the bar with innovation, systems thinking and programming that will carry us through the 21st century’.

Professor de Bono has been invited to address the *Leaders in Dubai* Business Forum in November 2006 as a keynote speaker. The theme for this year's forum is ‘*Change and Innovation*’ and the programme's keynote speakers include Michael Eisner, the former chairman and CEO of the Walt Disney Company, Her Majesty Queen Noor of Jordan, General Colin Powell from the US and strategist C. K. Prahalad.

Alan Kelly, Director of the *Leaders in Dubai* forum, said: ‘*Leaders in Dubai* is the largest annual meeting of successful like-minded individuals in the region. This year, we expect 2,000 delegates to be present to discuss the issues and challenges presented in an era of accelerating change and innovation, both at a corporate level and at a macro-economic and political level.’

There are few people who can claim to have invented a word which has become part of language, but Edward de Bono is one of them. The Oxford English Dictionary defines Lateral Thinking as

‘a way of thinking which seeks the solution to intractable problems through unorthodox methods or elements which would normally be ignored by logical thinking.’

Born in Malta, Professor de Bono graduated in Medicine from the University of Malta. He was a Rhodes Scholar at Oxford, is an M.D. and Ph.D., and has held appointments at Oxford and Cambridge, the University of London, and Harvard University. He has authored over 70 books with translations into 40 languages and has lectured in 58 countries. His lectures and workshops are in consistent demand by global business, government and education leaders – from 3M and BT to Rolex IBM, DuPont, Prudential, Siemens, Electrolux, Shell, Exxon, NTT, Motorola, Nokia, Ericsson, Ford, Microsoft, AT&T, Saatchi and many more.

Professor de Bono comes from a family of five generations of medical doctors. His father was a professor of medicine and a published researcher in diabetes at the University of Malta. Edward de Bono earned his medical degree at age 20 at the University of Malta, and went on to Oxford and Cambridge universities, where he earned two additional doctoral degrees. In 1995 he was awarded the Order of Merit by the President of Malta, the highest honour that Malta can bestow.

Professor de Bono is the world’s leading authority on conceptual thinking as the driver of organisational innovation, strategic leadership, individual creativity and problem solving. For the past 35 years his exclusive tools and methods have brought astonishing results to organisations large and small worldwide and to individuals from a wide range of cultures, educational backgrounds, occupations and age groups.

One of the worlds most recognised authorities on creative thinking and innovation, Professor Edward de Bono has helped millions of people worldwide – from school children to senior executives – to think in new ways. His methods are being implemented in organisations of all sizes because of their simplicity and their power to change thinking behaviour, increase productivity, foster team-building and evoke profitable innovation. In Malta his methods are used by both management and workers in large organisations and SMEs, by government departments, lawyers, University students, teachers, children with behaviour problems, children with special needs and children in state, private and church schools. He has proved that focused thinking and intelligence can be taught, that perception can be changed and that action combined with intent can create results.

Summing up his philosophy on thinking, Professor de Bono states: *‘We may need to solve problems not by removing the cause but by designing the way forward even if the cause remains in place’*.

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