

## Jennifer Goddard

Jennifer is the Director, Buzan Centre: Australia/NZ and co-founder of Mindwerx. An expert in the area of creativity and innovation, Jennifer works with a wide variety of organisations and schools in Australia, NZ, USA, UK and Asia. One of only four Master Trainers in Buzan's Mind Mapping® and other Advanced Learning Techniques, including Speed Reading and Memory, she mentors a worldwide network of instructors.

Jennifer has a passion for mental literacy, whole brain thinking, our multiple intelligences and works with Tony Buzan around the world. She has a Masters of Entrepreneurship and Innovation and is an accredited trainer in de Bono's Lateral Thinking™ techniques and Herrmann Brain Dominance Instrument (HBDI)®.

Interestingly, Jennifer is the convenor of the Australian Memory Championships, the Senior Arbiter at the World Memory Championships and was crowned "Memory Maven" by Australian Anthill Magazine.



## W J (Bill) Jarrard

Bill is the founder of Mindwerx International and Co-Director of the Buzan Centre:Aust/NZ. Known as the Chief Imagineer, mainly because of his unique ability to help companies imagine what they might become and to then assist them in achieving their vision, Bill consults to all types of organisations in Strategic Thinking, Creativity and Innovation.

Holding a Masters degree in Entrepreneurship & Innovation, Bill is also one of only a handful of people in Australia accredited to present the de Bono programs - Lateral Thinking™, Six Thinking Hats®, and Direct Attention Thinking Tools.

Bill is convenor/lecturer of the Creativity & Innovation module of the Master of Entrepreneurship and Innovation (MEI) program run by Swinburne University-AGSE and is a guest lecturer on two MBA programs. Bill regularly facilitates future focus workshops and presents Mindwerx programs throughout Asia.

**Mindwerx International** is a pioneer in **Deliberate Creative Thinking**, following and widening the path created by deliberate thinking explorers such as Edward de Bono, Tony Buzan, Ned Herrmann, Napoleon Hill and others.

**Mindwerx** was created to help individuals and organisations find innovative solutions to the challenges of the 21<sup>st</sup> Century and achieve outstanding success. We do this by providing education, professional development, and change facilitation services in Mental Literacy, Deliberate Creative Thinking and Applied Innovation.

In 2001 **Mindwerx** established the **Buzan Centre: Aust/NZ**, and is proud to present Tony Buzan's official programs and licensing Buzan Instructors. The shared Mindwerx International and Buzan Centre:Aust/NZ mission is to:

### *Unleash Genius and Inspire Creativity and Innovation*

Our services include:

- **Upgrade Your Neck-Top Computer® Education and Training programs in:**
  - **Deliberate Creative Thinking** – Developing skills to have Creativity when and where needed
  - **Tony Buzan's Learning Techniques** including Mind Mapping, Speed Reading and Memory
  - **Edward de Bono's Six Thinking Hats®**, Lateral Thinking™, Direct Attention Thinking Tools (DATT®)
  - **Putting On Your Thinking Cap** – A project based program in Creativity & Applied Innovation
  - **Breakthrough Process Improvement** – Proven methods for continuous improvement
  - **Train the Trainer** – As a Buzan Centre we accredit Buzan Mind Mapping® instructors
- **Collaborative Team Facilitation in:**
  - Strategic, Business and Innovation Planning
  - Creating an Environment of Creativity and Innovation
  - New Product Innovation and targeted Ideation
  - Team based Continuous Process Improvement
  - Creative Interventions and Specially tailored Client Projects
- **Specialist Services, including:**
  - **Fuzz2Buzz.com** a Web 2.0 platform for Creativity, Community, Content and Collaboration
  - Our **Insights to ACTION™** series of breakthrough presentations, Keynotes and Lunch & Learns
  - **HBDI®** - Herrmann Brain Dominance Instrument facilitation
  - **FourSight Thinking®** - Thinking profiles that support Applied Creativity & Innovation
  - **MindGenius®** - Computer Aided Thinking to empower radiant and team thinking
  - **ZING Technology** – Collaborative team facilitations, as well as system rentals and sales

**fuzz2buzz.com**

## What others say about Mindwerx!

**Mindwerx'** core business is helping people and organisations achieve success by being more creative and effective, and we very often do this through programs similar to the one we will design for you. While each client program is uniquely tailored to your needs, we have run a number of similar programs over the last several years, and below are just some of the comments people have made following our presentations. Many more testimonials are available!

"Very Good. Felt the major benefit was walking away with the empowering feeling that creative thinking can be tackled in a deliberate manner. Prior to the workshop, some may have felt that this was only in the domain of the 'dreamy, arty' people." .... *Rod Chapman, Manager Information Services*

"I think last week was the beginning of something great for the company. It demonstrated the power and potential of the deliberative creative thinking techniques not only in relation to our divisional functional area but to other divisions. I see their application being of even greater benefit in exploring new products and services, and growing revenues. ... *Tony Fedorowicz, Supply Chain Manager, Orica Explosives*

"The whole day came together well. The computer generation was a bonus. Your use of PowerPoint material adds to the absolute professional approach Bill and Jennifer take in putting a program together." ..... *Peter Wells, Quality Manager*

"At no time did I think you guys were earning money (which you more than did) but rather were sharing knowledge." ..... *Paul King, Financial Services*

"Thank you for conducting the workshop, we found it very valuable and would definitely like to use you again in the future. I told a few friends from outside our company about the workshop and they also said they would keep you in mind for up and coming projects." ..... *Jacqui Conder, Marketing Executive*

"Facilitator was very motivating and kept us informed all day. I congratulate Bill and Jennifer. Thank you for having me at your course." ..... *Maria Di Rago, Project Officer*

"The examples were easy to understand and were practical. The materials are easy to understand and 'will' be used as reference. Group activity also promoted learning the model." ..... *Anthony Camillo, Internal HRD Consultant*

"Inspired to step out of my thinking pattern and that it is ok to generate ideas." ... *Kylie Roberts, Technical Sales*

"Really started the creative juices flowing – good kick start." ... *Catherine Poole, Shell*

"Up-beat presentation style that made one feel as though 'Yes, I can do that'. Excellent, practical and fun. Ideal way to learn." ... *Dwayne Steep, Partner, Deloitte Touche Tohmatsu*

"Great. A very informative day that has already helped me clarify my thoughts on a serious issue." ... *Rad Cameron, Life Balance Consultant*

"I came back DARING to dream!"... *Boon Yong, Young Entrepreneurs Organisation - Malaysia*

"I felt it was the key I had been looking for to unlock unlimited potential and I can see many uses to put it to. Can't wait!" ... *Brian Varney, GSO*

"Loved it!! It was fantastic and I can really see how I can apply it in both my professional and personal lives. As a lawyer I need tools and techniques to remember complex data and information, I need planning techniques and keeping things fun and interesting. Your course did that for me." ... *Pet-Gai McLaughlin, GSO*

"The whole course was of immense value. I have read Serious Creativity, however I realise the only way to learn these tools is to do perfect practice. After this course I have the knowledge and model to do that." ... *Steve Farrugia, Boral*