

You are invited to SEBN's **Christmas** Industry Breakfast

'Software for your Brain'

featuring

Michael Hewitt-Gleeson

Principal – School of Thinking

*What is your 'necktop personal computer'?
How much software do you have?*

Dr Michael Hewitt-Gleeson first coined the phrase 'necktop personal computer' in his best-selling book *Software for the Brain* which shows how our brain is the ultimate personal computer. "But", he says, "we are a little short on software!" In this presentation you will be given the Universal Brain Software—*cvs2bvs*--and it only takes one second to use.

Dr Hewitt-Gleeson has worked with a cross section of eminent leaders of both Australian and international companies on innovation - including Jack Welch of GE - the most famous advocate of *cvs2bvs* in the US. Jack used it at GE to help him change the culture of a 100-year-old manufacturer to the most valuable company (at the time he left) in the history of the world! He wrote: "I would love to have a management team that really understood the *cvs2bvs* equation. It's the 'value-added' role in the management process".

Who uses cvs2bvs?

- triathletes to get better (and 'better' means more clever) at swimming, cycling and running
- scientists for better researching and designing better experiments
- any one to get better at relationships and parenting

You can use it to become better at listening, better at solving business problems, better at selling, better at creating opportunities, better at making decisions, better at handling family matters, better at dealing with personal situations, better at getting better, better at anything!

Dr Hewitt-Gleeson is a cognitive scientist who co-founded the **School of Thinking** (SOT) with Edward de Bono in New York in 1979 which is now on the internet www.schoolofthinking.org. In 2007, more than one million thinking lessons were exported online from Melbourne to SOT members in 46 countries.

For those willing to change their thinking paradigms we encourage you to join us and bring your staff, customers and suppliers and take advantage of this international speaker on lateral thinking et al.

Thursday, 4 December 2008

Breakfast: 7.15 (for 7.30) – 9.00am

Sandown Race Course (Committee Room)

Enter at Gate 15, Sandown Road off Springvale Road, Springvale or off Princes Highway, Noble Park. (Melways: Map 80 C10)

Cost: \$45.00pp breakfast (inc GST)
(Corporate table of 10: \$400.00)

RSVP: 28 November 2008
Bookings Essential!

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Please complete and return to:

Sandra George, South East Business Networks, 4th floor, 329 Thomas Street, Dandenong 3175

Tel: 9238 1576

Fax: 9706 9543

Email: sen@cgd.vic.gov.au

Registration Form : 4 December 2008

Tax Invoice / Receipt - ABN: 41 205 538 060

I / we will be attending '**Software for your Brain**' **Industry Breakfast** on Thursday, **4 December 2008** at Sandown Racecourse.

Enclosed is a cheque/credit card details for \$_____for the following attendees at \$45.00 pp inc GST. (Please make cheques payable to *City of Greater Dandenong*).

BREAKFAST ATTENDEES:

NAME/S: _____

COMPANY: _____

TEL: _____

EMAIL: _____

FAX: _____

CREDIT CARD Payment:

Type: Mastercard / Visa (please circle)

NO: _____

Expiry: _____

Cardholder Name: _____

Please Note: No cash can be accepted on the day.

