



KOBUS NEETHLING

from ordinary to beyondness

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**“Kobus Neethling’s
creativity & innovation
programmes rate amongst the
top 3 in the world”**

-ECCI (European Conference on
Creativity & Innovation)

BEYONDER 2014



**“THE BEYONDER 8-DIMENSIONAL PROGRAMMES
ADDRESS THE HUMAN ADDICTION TO
ORDINARY THINKING & DOING”**

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OVERVIEW



Take note!

Courses are delivered using a variety of delivery methods such as:

- auditorium-style presentations
- workshops (small and large groups)
- individual counseling

The Beyonder

programmes address the challenges of today and tomorrow. It presents “Beyonder” tools that will assist stretching each and everyone within the company to produce the ultimate personal and organizational performance.

These programmes are intended for individuals in all jobs. Participants are offered opportunities for professional training & development which complement their formal training & job experience.

All programmes also address specific paradigms that have become obsolete and changes these outdated methodologies into cutting edge models and approaches.

The presenters are professional experts with international training experience. To meet the unique needs of individual organisations and companies, it is sometimes necessary to combine and restructure programmes and this may entail the involvement of more than one presenter per course.

Initial Outcomes:

- Understand the essential qualities of 8-dimensional leadership
 - Empower others to reach their extra-ordinary potential
 - Gaining insights into the essence of creative breakthroughs
 - Create a culture of creativity
 - Probing the optimism factor
 - Develop skills needed to manage and communicate 8 dimensionally
 - The development of a plan to initiate and sustain the whole brain beyonder programme in your organisation.
- Below/Above ----- Are you moving up or down (focusing on the execution of your company values, teamwork etc---is it below or above the line at the present moment; identifying reasons and formulating ways to move above the line if values are currently below)
 - Introducing whole brain job profiling throughout the organization
 - Getting insights into your brain
 - Understanding your brain preferences
 - Introducing the whole brain: (4 Quadrants and 8 Dimensions) and application areas such as: decision making, ideas, solution generation, relationships, team work, communication, leadership and coaching/ mentoring

Content includes:

- An in-depth 8-dimensional brain analysis of each candidate
- Identifying and developing the skills and qualities of the 8-dimensional person



PROGRAMMES



Course lengths

Short course: 4-6 hours

Longer courses: 2-3 Days

The courses are continuously assessed, creatively adapted and innovated to meet the needs of a world which is forever changing, sometimes dramatically.

Listed here are some of our most popular programmes:

1. **Voyage to wisdom** (both long and shorter formats available)

- a. Understanding & applying the 8 dimensions of the brain
- b. Creating a culture of creativity
- c. Developing whole brain innovation & creativity skills
- d. Igniting optimism

2. **Beyondness Sustained** (*follows the Voyage to wisdom as a 2nd phase*)

- a. Introducing the Beyonder: 7 best practices
- b. Creating a culture of courageous creativity
- c. Initiate 8 dimensional creativity programme in your organisation
- d. Understanding the influence of triggers in our lives

3. **Whole Brain Relationships** (short)

- a. Creating 8 dimensional personal & organisational relationships

- b. Creating a whole brain communication model
- ### 4. **Living beyond 105** (both long and shorter formats available)

- a. Discover the secrets to living beyond 105
- b. Develop the 8 dimensional link between your mental, financial and health status

5. **Whole Brain Practitioner training** (longer course)

- a. Understand and apply the Neethling Brain Instrument (NBI)
- b. Become an accredited NBI Practitioner

6. **Talent Identification**

The main purpose of this program is to identify Talent that will add value where 'added value' in the organization is required. The first step is to **profile the job**, to gain a clear understanding of the demands of the specific job where the appointed person will have to operate. In this sense, 'the right person' will be somebody that not only has the skills to do a particular job, but will be passionate about his/her work, will have the required **cognitive/ thinking skills** to cope with the challenges of the job, will have the **emotional maturity** to manage his/her own emotions and those of others in the particular position and possess

certain creativity skills. To this end, the program consists of:

- The development of Job Profiles for all positions in the organisation
- The training of a specialized team of staff members to develop Job Profiles
- The development of Insight into and skills to apply the COGNITIVE/ THINKING LEVELS INTERVIEW QUESTIONNAIRE in real job interview sessions
- The development of insight into and skills to apply the EMOTIONAL MATURITY INTERVIEW QUESTIONNAIRE in real job interview sessions
- The development of insight into creativity skills and the assessment of a creativity test.

Meet Kobus



Dr. Kobus Neethling is a world renowned leader in the field of Creative Behaviour and Whole Brain Thinking.

As founder and president of the South African Creativity Foundation, Dr. Kobus Neethling holds 6 degrees including a Post Doctorate in Creative Behaviour.

He has written more than 80 books and 9 television series. He has also received numerous accolades including, 10 "Who's Who Awards, Outstanding scholar of the 20th Century (Cambridge, England), Asian Innovation Award (2009),

International Creative Genius Award (USA) and the Silver Screen Award (US International Film & Video Festival) amongst others.

He has also developed the largest battery of Whole Brain Instruments in the world (used in more than 30 countries).

He works with major corporations, international sporting teams and education groups from all over the world .

International References & Quotes

Kobus Neethling has taken whole brain research way beyond the paradigms of the past -- I know of no one else who has taken whole brain thinking to these levels.

(Prof Paul Torrance: Mr. Creativity of the 20th Century)

Kobus Neethling has demonstrated the most thorough scholarship in creativity that I have been able to witness in my years of teaching.

(Dr. Mary Frasier; Past President of the American Creativity Association)

I have admired your writings and commitment to creativity for a long time. You are internationally regarded as the leader of creativity in South Africa.

(Prof. M.K. Raingq; Jawaharial Nehru University)

"In my 40 years of innovation work in most of the Fortune 100 Companies, I have never come across anyone who can put theory into practice like Kobus Neethling".

(Dr. Sid Parnes: Creator of the Creative Problem Solving Model and author of numerous international best-sellers)

"Everyone in my company must experience the unique training of Kobus Neethling and his team. This kind of creativity experience creates a special kind of understanding of the customer's needs and how to respond to those needs"

(Hugh O'Donnell: Managing Director - Sasol UK Limited)

"Kobus Neethling, South African Author and corporate trainer is a quantum leaper – his work is internationally in very high demand"

(The Australian Financial Review)

In my more than 30 years as an academic I put Kobus Neethling's doctoral thesis at the top of my list. His first draft was virtually his final draft. His in-depth research portrayed a person of unique insight, dedication and remarkable commitment to his science.

(Prof. Ben Schutte; Alumnus Professor of Education: University of Potchefstroom)

"Because of Kobus' Beyonder Programmes we achieved unprecedented results"

(Sedick Arendse, MD, Large Retail Company)

Clients include:

Absa, Citibank, Mercedes Benz, Standard Bank, Rand Merchant Bank, Dimension Data, Amplats, Safair, JD Group, Aerosud, Bonita, De Beers, Reckitt & Colman, Glasfit, Bernina, Multi Choice, Avroy Shlane, Eskom, King Pie, Nestlé, Sanlam, Old Mutual, Sarie, Anglo American, Iscor, Toyota, MNet, Sasol, Sappi, Infruitec, AA Life, Rooi Rose, Nissan, First National Bank, Finesse, African Bank, Ellerines, BMW, Bester Feeds, Bank Windhoek, Distell, Samancor, Manhattan Hotel, Springbok Sevens, Saracens, Stormers Rugby, Stefanutti, OMNIA, Sonae Novobord, Airports Company of South Africa, Telkom and others.

ARTICLES

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