

Creating New Ideas for Difficult Challenges– Workshop

**Increase your ability to resolve your most important and difficult challenges
Using breakthrough neuroplasticity research**

**Do not miss this opportunity offered for the first time by Microrite
A leader in technical training**

**Use this training to generate new business, increase profit margins, resolve difficult issues and
improve communication and cooperation within your organization**

This neuroscience based method makes it possible to easily access capabilities in your brain and apply them to whatever is stopping you or your company from getting to where you want to go.

What are your most important unsolved problems? They are often seen as barriers, limitations, constraints, or “facts of life” that can’t be resolved. For example: We can’t break through this revenue barrier; the employees don’t execute the strategic plan; no matter what we do, our company’s share price doesn’t move; we can’t get more yield out of this production process; we’ve been asked to double our revenues while only increasing expenses by 10% - that seems impossible; this technical constraint is stopping us from

The Bioclaris method has been recognized by a wide range of experts, from leaders in applying neuroscience research to the workplace to those specializing in innovation. Our workshop leader is the Founder of Bioclaris and the inventor of the method. He has drawn on his unique insights into the brain mechanisms that generate new ideas, knowledge of neuroscience, and over 30 years executive experience in the technology and bioscience industries.

Which industries does this conference apply to?

Any company that benefits from directly addressing its unresolved and most important problems and rapidly generating new ideas for resolving these problems.

Who will benefit?

The wider the range of employee levels in the workshop, the more benefit each attendee will receive. This is due to how Bioclaris enables trainees to benefit from different ways of thinking about problems.

What clients have to say about Bioclaris?

“The Bioclaris method has enabled me and my company to reformulate how we think about and communicate what we are doing for our customers. We have realized that our core value lies in our process and related tools versus the financial outcome we produce. This shift has enabled our company to further differentiate us from our competitors, and we have the Bioclaris method to thank for this.” (Tony Hnyp, Partner RnD Consulting LLC)

“I learned how to apply the Bioclaris method to meetings with prospective customers in less than an hour. The very next day I applied it to a meeting and created the potential, with my customer, of more than twice the business either of us had imagined at the beginning of the meeting. The method is easy to remember and use in live situations and continues to produce very positive results every time I use it.” (Matt Gardner, Senior Vice President Healthcare, MS&L-San Francisco)

“After very little training we have been able to apply the Bioclaris method to a significant technical challenge that we had been trying to solve for almost a year. The results were very rapid and positive. After several weeks we have the first challenge largely solved and are planning to apply Bioclaris to many more important problems and challenges.” (Steve Lamon, Engineering Manager, Pall Corporation-San Diego)

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Part One: Bioclaris Orientation - Presentation and Q&A

Part Two: Increase potential for new ideas within each attendee

- Incorporate how others think about the challenge
- Learn to minimize internal interference
- Refrain from generating new ideas

Break: Allow new ideas to emerge

- You begin to have awareness for when new ideas emerge
- Record new ideas as they occur on 5x7 sticky note pad

Part Three: Begin harvesting new ideas and organizing them

- Share experiences with recognizing and capturing new ideas
- Harvest and organize initial set of new ideas
- Set up group document to enable continued generation and sharing of new ideas

Lunch: Allow new ideas to continue to emerge

Continue to capture new ideas with easily accessed notepad and record in group document

Part Four: Prioritize and select initial ideas to implement

- Review current complete set of ideas and prioritize
- Select ideas to implement
- Determine which can be implemented now and which need another round of Bioclaris

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VENUE AND WORKSHOP AGENDA

8th November, 2010

Microrite Training Center

**2338 B Walsh Avenue
Santa Clara, CA 95136**

PROGRAM

Breakfast and Registration	8.00 AM to 8.30 AM
Bioclaris Orientation	8.30 AM to 9:45 AM
Step One: Increase the potential for new ideas	9.45 AM to 10.45 AM
Break: Allow new ideas to emerge	10.45 AM to 11.15 AM
Step Two: Begin harvesting new ideas and organizing them (group exercise)	11.15 AM to 12.15 PM
Lunch	12.15 PM to 1.15 PM
Step Three: Prioritize and select initial ideas	1.15 PM to 2.00 PM
Step Four: One-on-one instructions	2.00 PM to -----

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REGISTRATION FORM

Personal Information of One Registrant

Last Name:	Mr. Ms. Dr.	First Name:	
Title:		Organization:	
Mailing Address:			
Telephone: (Area Code)			
Email:			

Introductory Fee: \$400 (Includes 1 day workshop fee, breakfast, lunch, and course material)

Group Discount: 10% discount will be awarded if 2 or more attendees register from a company

Additional Attendees:

First Name:	Last Name:	Title:
First Name:	Last Name:	Title:
First Name:	Last Name:	Title:
First Name:	Last Name:	Title:

Method of Payment: Check, Credit Card or Purchase Order

Fax : 408-445-1236

**Checks payable to Microrite, Inc.
5019, New Trier Avenue
San Jose, CA 95136**

Confirmation of registration will be sent via email if payment is made by check or PO. For credit card payment on website, a payment receipt will be considered as confirmation of registration. For credit card information faxed to Microrite an email confirmation will be sent with a copy of payment receipt. Please call 408-445-0507 in due time if confirmation is not received after payment.

Cancellation Policy: Your notice of cancellation must be received in writing via facsimile or email 10 working days prior to the seminar date.

Fax: 408-445-1236

Email: sales@microrite.com or info@microrite.com.

A 10% cancellation fee is applicable for all credit card payments

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Choose One (Place X) ▶	<input type="checkbox"/> VISA	<input type="checkbox"/> Master Card	<input type="checkbox"/> American Express
Card Holder's Name ▶			
Address of Card Holder:	Enter firm address for corporate card or personal address for personal card		
Street:			
City:			
Zip Code:			
Country:			
Contact Ph No & Email:			
Card Number:			
Expiration(Month/Year):			
Name on Card:			
Amount (US Dollars):			
Signature:			
Name of Attendee(s)			



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About the Presenter:

Robert Lanier founded Bioclaris with insights into new idea generation obtained through thirty years of launching and growing technology and life science companies. These insights directed him to neuroscience research that confirmed as well as enhanced his method. This resulted in a scientifically sound method that enables all employees to increase their ability to generate new ideas about their and their companies' most difficult problems and challenges. Bob's vision is to enable companies to prosper beyond their expectations through employees who continually increase their ability to generate new ideas.

Workshop Coordinator:

Amir Abraham is the business development professional at Microrite, Inc. He has worked at Microrite, Inc. from its inception in 1998 and helped the business expand to its current position. He has an MBA with dual concentration in marketing and organizational behavior. Having a bachelor's degree in psychology allows him to understand the benefit of the Bioclaris method, which he has applied in order to solve difficulties in the business and academic arenas.

SUGGESTED AIRPORT AND HOTEL

Closest Airport

Norman Y. Mineta San Jose International Airport (SJC) 1732 N 1st St # 600 San Jose, CA 95112

Distance from Microrite Training Center:

Estimated Driving Time: 9 minutes : Estimated Distance: 4.77 miles

Accommodation

Biltmore Hotel and Suites (0.96 miles away from Microrite Training Center) 2151 Laurelwood Road, Santa Clara, CA 95054 408-988-8411

Microrite's discounted rates will apply to this hotel.

Standard Garden Room: Rate \$109.00 per night, KING or QQ

Tower Suite: Rate \$129.00 per night, QUEEN w/ sofa Sleeper

Executive Tower Suite: Rate \$ 149.00 per night, QUEEN w/ sofa

Hotel services to include: Pick-up and drop off, to and from San Jose Int'l Airport and Microrite's Training Center; Shopping within 5 miles of radius from Hotel.

Breakfast and internet access included free with stay at the hotel.

Mention "**Microrite**" to receive the discounted rate.

WE LOOK FORWARD TO SEEING YOU IN NOVEMBER!