



Critical Thinking Boot Camp Executive Briefing: A Solid Return on Investment

Enter a room full of professionals and ask if anyone has ever attended a wonderful training program. The odds are good that every hand will be raised.

Next, ask if anyone has ever applied the training to their job. Not as many hands.

Finally, ask if any of them have ever voluntarily sent the training provider a letter to tell them how they were able to apply the training and the positive financial impact that it had on their organization.

No hands.

That's why we're different.

The **EDA Critical Thinking Boot Camp** is the latest release of a unique blend of training and coaching which produces results. Our workshop is designed to improve personal and organizational effectiveness by teaching time-tested critical thinking tools that have been developed and refined over the past 30 years.

Participants not only learn the skills necessary for effective critical thinking, but they also bring real and current work issues to the program to put their new skills to work.

400 participants were surveyed¹ within 18 months of learning these critical thinking tools. The results?

- 91% understand how to apply the concepts
- 74% actually applied what they learned on the job

Upon graduation, we encourage participants to stay in touch with us and tell us about their successes in detail. Throughout the history of teaching these powerful tools, less than 5% of participants voluntarily take this step. Still, the financial impact is incredible. When these successes are compared to total client expenses, **the cost savings and revenue generation is 17 times the amount spent on training.** Considering that 74% of our participants report using the tools, it's easy to see how that number is a conservative estimate.

Recent Successes:

- Director in a manufacturing facility used the strategic analysis tools to find \$420,000 in savings
- Core Team Leader for large health care supplier used creative problem solving and decision making tools to identify \$9.2M in additional revenues over 10 years and plan a product release 10 months ahead of schedule

¹ Survey conducted by Action Management Associates, Inc.