

**TALK ON “WHY ENGINEERS ARE BEST EQUIPPED FOR CREATIVITY & INNOVATION...
IF YOU KNOW HOW”**

Organised by Building Services Technical Division, IEM
BEM Approved CPD/PDP Hours: 2 Hours Ref No: IEM17/HQ/253/T

Date : 15 AUGUST 2017 (Tuesday)
Time : 05.30 p.m. – 7.30 p.m.
Venue : Auditorium Tan Sri Prof. Ching Fung Kee, 3rd Floor, Wisma IEM, Petaling Jaya, Selangor
Speaker : Dr. YEW KAM KEONG (Dr. YKK)

SYNOPSIS

Engineers trained with systematic thinking are best equipped for creativity and innovation.

Innovation is about improvisation, simplicity and practicality grounded in reality. These are what engineers are trained for.

Innovation is not about *Blue-Sky Thinking* or *Out-Of-The-Box* thinking. It is about *Inside-the-Box* systematic thinking, exactly what engineers are trained on.

In this light-hearted and entertaining talk illustrated by real innovation stories, the speaker Dr.YKK will shatter the long-standing myths about creativity and innovation.

Dr. YKK will demonstrate how the mathematical symbols of --, +, /, X and = hold the keys to technological breakthroughs and innovation.

This talk will weaponise engineers to use their systematic thinking to excel in problem-solving, solution-seeking and innovation.

Can you afford to miss this revolutionary talk?.

SPEAKER BIODATA



Dr. YEW KAM KEONG (Dr. YKK), Chief Mind Unzipper of Mindboom Consulting facilitates organisations from both the public and private sector to fast-track their innovation with minimum risk and using the least expenditure, time, effort and resources. He is an international business innovation speaker, trainer, consultant and best-selling author in the field of creativity and innovation.

Dr.YKK was the only person from among the 54 British Commonwealth member countries to be selected as a creativity adviser to the world-famous toy company, Lego to serve on its pioneer 8 -member panel of international creativity experts for its global project “*The Next Generation Forum*”.

A member of one of Vistage Malaysia’s (then called TEC) CEO groups for several years, he was also a resource person for creativity and innovation to nearly all the CEO groups.

A certified laughter instructor, his presentations are highly engaging, energetic and involve a lot of thinking from the participants. You will leave with great take home values and practical creative and innovation skills which you can apply immediately to your work and personal life. You may never think the same way again!

Ir. WONG WIN HENG
Chairman,
Building Services Technical Division (BSTD)

**ANNOUNCEMENT TO
NOTE**

- Non-members may also attend the talk but will need to pay a registration fee of RM50 and an administrative fee of **RM15**. GST is inclusive.
- Limited seats are available on a "first come first served" basis (maximum 100 participants). **To secure your seat, kindly register online at www.myiem.org.my**

PERSONAL DATA PROTECTION ACT

I have read and understood the IEM's Personal Data Protection Notice published on IEM's website at <http://www.myiem.org.my> and I agree to IEM's use and processing of my personal

CPD HOURS CONFIRMATION

Name:

Membership No: