

# What is Matrix Thinking?

Matrix Thinking™ is a practical tool that brings “structure” to creativity. It is directly applicable to your business situation, your products, processes and services. Matrix Thinking is not theoretical.

Matrix Thinking™ uses a unique combination of “seeds” and thinking “catalysts” to drive the thinking process. Its strength lies in the choice of “seeds” and “catalysts”. These have been developed and tested over many years in organisations worldwide.

Matrix Thinking™ is ideal for conferences, corporate retreats and team building sessions. It can be used for:

- Business Development
- Innovation - Opportunity
- Sales & Marketing
- Product Development
- R & D
- Executive Team Building

Roger La Salle is a challenging, dynamic, inspirational and sought-after speaker who talks from real life experiences. He has created and developed many businesses from start up.

A professional engineer, successful business entrepreneur and international expert on business innovation; Roger's highly acclaimed La Salle Matrix Thinking™ has been adopted by many Australian and international organisations to inspire new breakthrough business opportunities. Recent engagements include England, Ireland, Fiji, Singapore, New Zealand, USA, Indonesia and China.

Roger is the author of several books on Matrix Thinking™, and in 2004 was appointed to the Chair of Innovation at Queens University, Belfast, Ireland and is the director of a number of companies both locally and internationally. Roger is a former panelist on the ABC “New Inventors” TV show.

## Why Bother?

“The pace of change in business today is faster than ever, and accelerating. The new generation of successful business leaders will be those who can identify the trends and break through opportunities before they happen.....”

**MATRIX THINKING™ WILL SHOW YOU HOW!**

### For further details contact:

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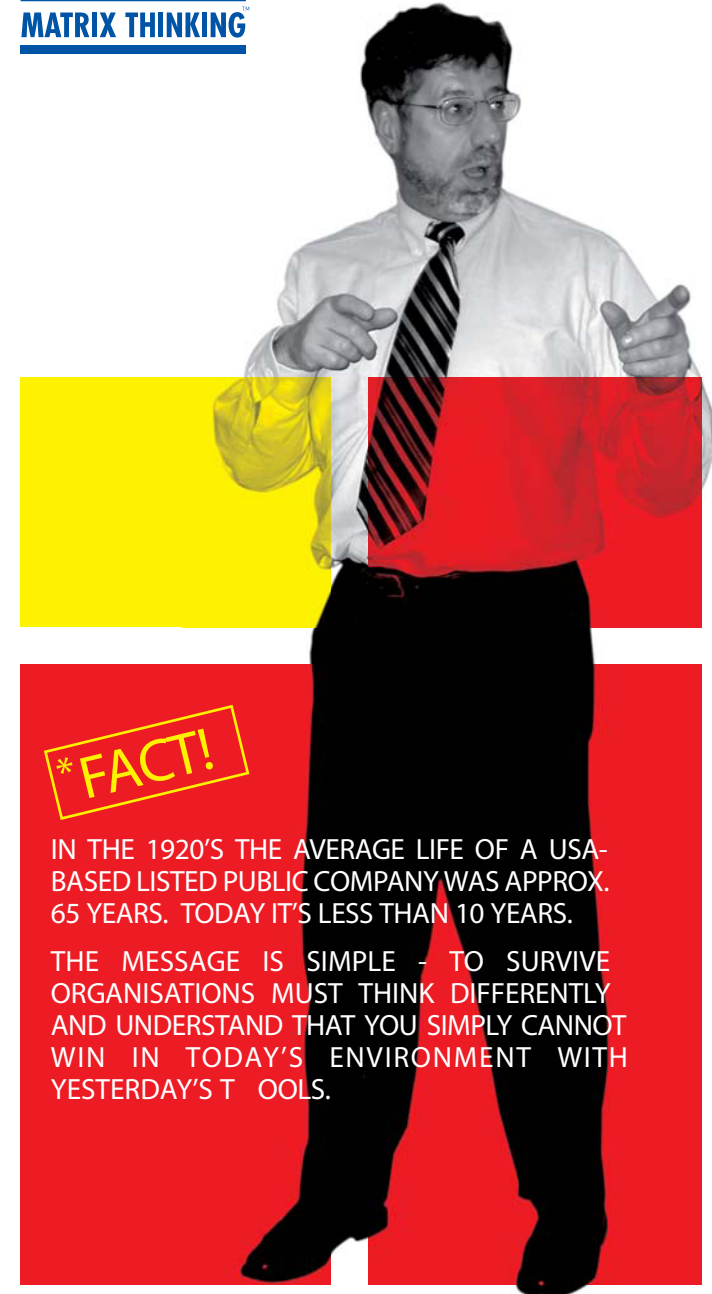
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\* From “Creating Wealth”, by Lester Thurow an MIT Economist



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**\* FACT!**

IN THE 1920'S THE AVERAGE LIFE OF A USA-BASED LISTED PUBLIC COMPANY WAS APPROX. 65 YEARS. TODAY IT'S LESS THAN 10 YEARS.

THE MESSAGE IS SIMPLE - TO SURVIVE ORGANISATIONS MUST THINK DIFFERENTLY AND UNDERSTAND THAT YOU SIMPLY CANNOT WIN IN TODAY'S ENVIRONMENT WITH YESTERDAY'S TOOLS.

## La Salle Matrix Thinking™

- A REVOLUTIONARY NEW WAY TO SEE YOUR WORLD AND BUILD YOUR BUSINESS
- DISCOVER NEW WAYS AND OPPORTUNITIES YOU NEVER THOUGHT EXISTED
- FIND AN OPPORTUNITY IN LESS THAN 12 SECONDS
- SEE “MATRIX THINKING” IN ACTION



## Services, Sessions & Master Classes with Roger La Salle

- Individually Tailored to Your Business Needs

### 1. Keynotes, inspirational insights, facilitation

For conferences, leadership sessions, facilitation of corporate events.

### 2. Insight into Matrix Thinking™ (1 Hr - 1½Hr)

This dynamic, inspirational presentation will change forever the way you think about new business initiatives.

- What is an opportunity?
- Experience the 12 second innovation.

### 3. Half Day Interactive Session and Workshop (4 Hrs)

This interactive half day workshop will show you how to apply Matrix Thinking™ to YOUR business, inspire YOUR team and identify breakthrough opportunities.

- Innovation – What is it? Are you doing it?
- The Value Proposition – How to apply it
- How to Create new Products, Processes or Services
- Finding Breakthrough Opportunities
- Experience the 12 second Innovation
- Opportunity Ranking – ISFA & Diffusion



### 4. One or two day Master Classes (7-13 Hrs)

These intensive Master Classes will challenge, motivate and inspire YOU and YOUR team.

- Business Plans - Why they fail; the common traps
- Invention verses Innovation - which is better?
- The Value Proposition – Concept and application
- The Market Risk Map
- Matrix Thinking™ – Problem solving exercise – the 12 second innovation.
- Applying Matrix Thinking™ – Team work to generate new products, processes, services and breakthrough opportunities
- The La Salle Opportunity Matrix
- Developing a Purpose Built Matrix
- Opportunity Evaluation and Ranking – ISFA, Diffusion, Business Fit
- Intellectual Property and IP Strategy
- Action and Implementation initiatives

### 5. Embedding Innovation - a Total Program

A “top down” change program commencing with a comprehensive online survey of your people to determine and “benchmark” your innovation capability.

Incorporates the full Master of Innovation content plus a range of other important issues to determine your “Business Trajectory” and to establish if you are on target to reach your goals.



## What people say about Matrix Thinking™ and Roger La Salle:

“Never before have I seen a formula for finding opportunities. This is quite remarkable, and so simple”

*Associate Professor Ken Grant  
Director of Teaching  
Department of Marketing  
Monash University, Melbourne*

“Roger’s presentation to our major Belfast innovation conference was a great hit, his material is invaluable, a must for all business people.”

*Bob Barbour, CEO, Centre for Competitiveness,  
Belfast, Ireland*

“...A simple and practical process of innovation.”

*L.Y. Seto, Director, Public Service Agency,  
Singapore*

“...We now have a complete range of safety products following our single Matrix Thinking™ session...”

*Lendal Product - UK*

“...When can you come back?”

*The first question asked by the audience after completing a one hour session in Queensland*



[www.matrixthinking.com](http://www.matrixthinking.com)