esses, it's for every facet

of living," Mrs. Lambden

stressed. "It can be used

in the community. For

example, a lady in

Washington used the tech-

nique for a fund-raising

Calling it a philosophy

of life that can also be

applied to the business

world, Mr. Bonner said it

is an excellent way of

dealing with negative

changes in one's life

because it stresses the

ability to consider opti-

smoothly. You channel

your energy in a positive

direction and give your-self time to think about

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MONDAY

"Life goes along very

By ANI PEDERIAN Herald Staff Writer If business isn't looking good, an Acton woman may be able to help you

solve your problems. In fact, Elizabeth Lambden's method can be used to solve any troublesome situations being faced by service

Meet President



HUGH PATTERSON Citizen's Band formed in 1874

When the Acton Citizens Band was formed in 1874, the major goal was to provide recreation through music. This goal survives through the years making the Acton Citizens' Bank the oldest in Ontario.

It's the bright red jackets that allow people to "pick us out in a parade", says band president Hugh Patterson. Mr. Patterson has been president since November 1981, and four years prior to that Mr. Patterson's wife became the first woman president. Dedication to the band and being able to play

an instrument are the requirements if you'd like to become a member. The band performs concerts, at parades and has played with the Georgetown Choral Society. Mr. Patterson says the band "will perform at the drop of

Mr. Patterson's daughter is attending Wilfrid Laurier University's music program. His son flies and sells Ultralights. When Mr. Patterson wants to

relax, he sails at his cottage. Those wishing to become a member of the Acton Citizens' Band may contact bandmaster George Elliott at 853-0365. Beginners will be given

clubs, hospitals or people organizations.

·Called creative problem solving, the approach is taught at the Creative Education Foundation at New York State University College in Buffalo, New

Mrs. Lambden recently completed courses with the American Institute, qualifying her to teach the problem solving

method. FORMER NURSE "This fascinates me so much," she said enthusiastically. A part-time obstetrics nurse at Guelph General Hospital, Mrs. Lambden's involvement grew two years ago when she began taking management courses and was financially backed by the Alberta firm Gordon S. Bonner and Associates

Bonner and Associates is currently in the process of relocating its head office to Burlington, and Mrs. Lambden, as an associate, is doing public relations work in southern. Ontario trying to drum up interest in creative problem solving.

What is creative problem solving? "Any organization has certain problems all the time," Gordon Bonner, 52, acknowledged recently in an interview with The Herald. "With the

to help themselves, you don't do it for them." Solutions to company problems come from the company employees, not from Bonner and Associa-

creative problem solving

technique, you help them

tes, he said. A colleague of the Creative Education Foundation, he begins tackling business problems with the decision makers, helping them determine what are the real problems facing the com-

PROBLEM DEFINING "When you work with this process, you find people aren't defining the real problem," Mrs. Lambden sald.

"Most people cause more problems by trying to solve the wrong problems," Mr. Bonner agreed.

In a five-step process, Mr. Bonner and his asso-

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CITIZEN

ciates lead a company and its staff to do some fact finding, determine the problems, brainstorm for ideas, determine the solutions, then gain acceptance for them.

"We know companies have the resouces from within to solve their own problems. It's like the saying: Give me a fish and I will eat for today,



ELIZABETH LAMBDEN teach me to fish and I will

eat for the rest of my life," Mr. Bonner sald. Task teams of about five employees each are set up and spend five days in training, learning the creative problem solving technique. Once they learn the technique, they

apply it to where the

problems are in the orga-The people closest to what's happening are in the best position to assess the problem and point out the solution. All they need is some nudging to get going, Mr. Bonner said.

CREATIVITY' With creativity present in every human being, the brainstorming session brings out a number of solutions to be weighed and narrowed down to the

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one most acceptable for

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implementation, he said. doing a global thing; not "Creative problem getting involved in the solving helps them to deal day-to-day stuff. They with problems better by should be developing strategy for three to five encouraging them to look at the five W's (who, years down the road." To remain competitive what, where, when,

these days, businesses are finding they must why)," Mr. Bonner sald. In the future, people at the bottom of all organifully utilize their existing zations, the little people, staff and resources, and are going to have more this technique exploits and more input, he antithis realization. "It isn't only for busincipates.

"Five or six years ago, companies weren't ready for this," Mr. Bonner said. "But now they're hurting so badly I think they are."

A free flow of creative ideas throughout an organization, touching all levels, from president to volunteer is vital to the technique. All too often, barriers between various levels of management restrict this flow of information within an organization, Mr. Bonner sald. Everyone should know what's going on.

Productivity, cost reduction, quality, and safety are the four areas considered with an organization's decision makers. Upper management generates the problems and monitors the task teams to reach solutions.

"A lot of managers don't have the training to solve problems, and this is sometimes the problem with companies in which only the heads make the decisions," Mr. Bonner

"Managers should be

In the creative problem solving process, quick judgement is taboo, she

> Mrs. Lambden gave an example from her own life. After a nine-month subbatical in Europe, her husband recently announced the possibility

of a job in Saudi Arabla.

Instead of getting angry and immediately reacting to the negative aspects of such a move, Mrs. Lamb-den said she kept her cool and deferred judgement, leaving the issue to be discussed when she felt more relaxed and had time to think about the beneficial side of it.



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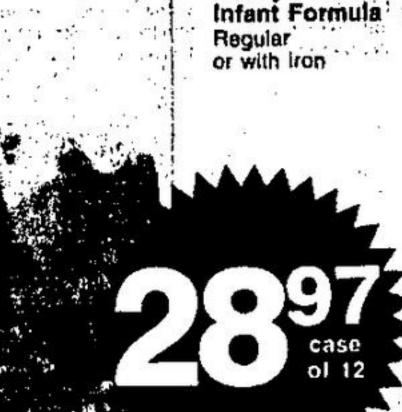


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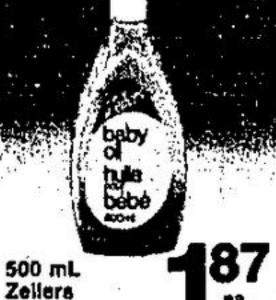


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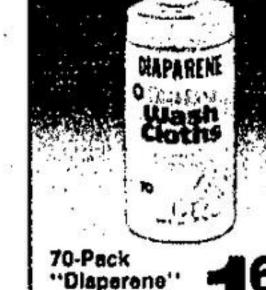
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