

# Edward de Bono

## Quotes

*Thinking, Creativity, Ideas, People, Perception, Design, Inspirational, Mind, Skills, Business, Important, Simple, Real, Creative, Motivational, Doe, Analysis, Car, Education, Play*

Many highly intelligent people are poor thinkers. Many people of average intelligence are skilled thinkers. The power of a car is separate from the way the car is driven.

~Edward de Bono

Humor is by far the most significant activity of the human brain.

~Edward de Bono

There is no doubt that creativity is the most important human resource of all. Without creativity, there would be no progress, and we would be forever repeating the same patterns.

~Edward de Bono

Sometimes the situation is only a problem because it is looked at in a certain way. Looked at in another way, the right course of action may be so obvious that the problem no longer exists.

~Edward de Bono

A memory is what is left when something happens and does not completely unhappen.

~Edward de Bono

Creativity involves breaking out of established patterns in order to look at things in a different way.

~Edward de Bono

Companies that solely focus on competition will ultimately die. Those that focus on value creation will thrive.

~Edward de Bono

The winner is the chef who takes the same ingredients as everyone else and produces the best results.

~Edward de Bono

Most of the mistakes in thinking are inadequacies of perception rather than mistakes of logic.

~Edward de Bono

If you wait for opportunities to occur, you will be one of the crowd.

~Edward de Bono

Intelligence is something we are born with. Thinking is a skill that must be learned.

~Edward de Bono

You can analyse the past, but you need to design the future. That is the difference between suffering the future and enjoying it.

~Edward de Bono

If you never change your mind, why have one?

~Edward de Bono

Asking a question is the simplest way of focusing thinking...asking the right question may be the most important part of thinking.

~Edward de Bono

If you do not design the future, someone or something else will design it for you.

~Edward de Bono

Argument is meant to reveal the truth, not to create it.

~Edward de Bono

Studies have shown that 90% of error in thinking is due to error in perception. If you can change your perception, you can change your emotion and this can lead to new ideas.

~Edward de Bono

An expert is someone who has succeeded in making decisions and judgements simpler through knowing what to pay attention to and what to ignore.

~Edward de Bono

We may need to solve problems not by removing the cause but by designing the way forward even if the cause remains in place.

~Edward de Bono

The image that concerns most people is the reflection they see in other people's minds.

~Edward de Bono

Dealing with complexity is an inefficient and unnecessary waste of time, attention and mental energy. There is never any justification for things being complex when they could be simple.

~Edward de Bono

You can analyse the past, but you have to design the future

~Edward de Bono

Creativity is a great motivator because it makes people interested in what they are doing.

~Edward de Bono

An idea that is developed and put into action is more important than an idea that exists only as an idea.

~Edward de Bono

It's not enough to rage against the lie.. you've got to replace it with the truth.

~Edward de Bono

What the joke displays is a switch in perception. This is important in

changing the way we think.

~Edward de Bono

Unhappiness is best defined as the difference between our talents and our expectations.

~Edward de Bono

It is better to have enough ideas for some of them to be wrong, than to be always right by having no ideas at all.

~Edward de Bono

The system will always be defended by those countless people who have enough intellect to defend but not quite enough to innovate.

~Edward de Bono

The power of a car is separate from the way the car is driven.

~Edward de Bono

You can't dig a different hole by digging the same one deeper.

~Edward de Bono

Effectiveness without values is a tool without a purpose.

~Edward de Bono

You cannot look in a new direction by looking harder in the same direction.

~Edward de Bono

The need to be right all the time is the biggest bar to new ideas.

~Edward de Bono

Language is the biggest barrier to human progress because language is an encyclopedia of ignorance. Old perceptions are frozen into language and force us to look at the world in an old fashioned way.

~Edward de Bono

Sometimes the situation is only a problem because it is looked at in a certain subjective, negative, ungrateful way.

~Edward de Bono

America is not just a country, it's an idea.

~Edward de Bono

Traditional thinking is all about "what is" Future thinking will also need to be about what can be.

~Edward de Bono

The simple process of focusing on things that are normally taken for granted is a powerful source of creativity.

~Edward de Bono

A good listener is very nearly as attractive as a good talker. You cannot have a beautiful mind if you do not know how to listen.

~Edward de Bono

Opportunity ideas do not lie around waiting to be discovered. Such ideas need to be produced.

~Edward de Bono

Mock the devil, and he will flee from thee.

~Edward de Bono

Simplicity before understanding is simplistic; simplicity after understanding is simple.

~Edward de Bono

We need creativity in order to break free from the temporary structures that have been set up by a particular sequence of experience.

~Edward de Bono

Some people drift along like a cork on a river, feeling that they cannot do anything except drift, moment to moment. This is an attitude of mind. Everyone can be constructive even in tiny ways.

~Edward de Bono

Every valuable creative idea must always be logical in hindsight. If it were not, we would never be able to see its value.

~Edward de Bono

The effective thinker treats arrogance as the major sin of thinking.

~Edward de Bono

Logic will never change emotion or perception.

~Edward de Bono

As competition intensifies, the need for creative thinking increases. It is no longer enough to do the same thing better . . . no longer enough to be efficient and solve problems.

~Edward de Bono

Creativity gives the possibility of some sort of achievement to everyone.

~Edward de Bono

Creativity makes life more fun and more interesting.

~Edward de Bono

Complexity creates confusion, simplicity focus.

~Edward de Bono

Creative thinking - in terms of idea creativity - is not a mystical talent. It is a skill that can be practised and nurtured.

~Edward de Bono

Removing the faults in a stage-coach may produce a perfect stage-coach, but it is unlikely to produce the first motor car.

~Edward de Bono

The mind can only see what it is prepared to see.

~Edward de Bono

Perception is real even when it is not reality.

~Edward de Bono

Creativity gives hope that there can be a worthwhile idea.

~Edward de Bono

The quality of our thinking will determine the quality of our future

~Edward de Bono

There is no doubt that creativity is the most important human resource of all.

~Edward de Bono

You cannot dig a hole in a different place by digging the same hole deeper

~Edward de Bono

Possibilities play a much bigger role in thinking than most people believe. Without possibilities you cannot make progress.

~Edward de Bono

Creativity can be learned like basketball, which does not mean we will all be NBA stars.

~Edward de Bono



Man owes his success to his creativity. No one doubts the need for it. It is most useful in good times and essential in bad.

~Edward de Bono

I think there is a danger with young people of being dependent in the sense that they don't acquire any identity or self-image of themselves as thinkers.

~Edward de Bono

A good design is not a democratic consensus.

~Edward de Bono

When the story of these times gets written, we want it to say that we did all we could, and it was more than anyone could have imagined.

~Edward de Bono

Thinking is the ultimate human resource. Yet we can never be satisfied with our most important skill. No matter how good we become, we should always want to be better

~Edward de Bono

A discussion should be a genuine attempt to explore a subject rather than a battle between competing egos.

~Edward de Bono

To be successful you have to be lucky, or a little mad, or very talented, or find yourself in a rapid growth field.

~Edward de Bono

We need both information and thinking. Information is no substitute for thinking and thinking is no substitute for information.

~Edward de Bono

The purpose of art is to reflect new emerging values and to define the

new heroes and heroines so that people can absorb them into their perceptions.

~Edward de Bono

On trade, our hypocrisy is at its most appalling. Trade reform isn't about charity, it's about justice, and this campaign, Trade Justice is an unstoppable idea.

~Edward de Bono

In a sense, words are encyclopedias of ignorance because they freeze perceptions at one moment in history and then insist we continue to use these frozen perceptions when we should be doing better.

~Edward de Bono

Happiness is for those who don't really need it. So I can live without happiness.

~Edward de Bono

Maybe the social value of truth is as a destination - so long as we do not assume we have arrived there.

~Edward de Bono

This is not about charity, it's about justice... The war against terror is bound up in the war against poverty - I didn't say that, Colin Powell said that . . .

~Edward de Bono

In the art world, creativity involves aesthetic sensibility, emotional resonance and a gift for expression.

~Edward de Bono

The awful thing is that you can never be aware of what you are not aware of.

~Edward de Bono

A question is a polite way of demanding something.

~Edward de Bono

Humor is probably the most significant characteristics of the human mind. Far more significant than reason. In fact, reason is actually a very cheap commodity.

~Edward de Bono

The concept of logical thinking is selection and this is brought about by the processes of acceptance and rejection. Rejection is the basis of logical thinking.

~Edward de Bono

To develop thinking as a skill, it should be deliberate, focused, confident, and enjoyable.

~Edward de Bono

I'm tired of dreaming. I'm into doing at the moment. It's, like, let's only have goals that we can go after.

~Edward de Bono

To deal with future we have to deal with possibilities. Analysis will only tell us what is.

~Edward de Bono

The analysis of data will not by itself produce new ideas.

~Edward de Bono

A myth is a fixed way of looking at the world which cannot be destroyed because, looked at through the myth, all evidence supports the myth.

~Edward de Bono

The purpose of science is not to analyze or describe but to make useful models of the world. A model is useful if it allows us to get use out of it.

~Edward de Bono

What is urgent will always take precedence over what is important.

~Edward de Bono

It's always amazed me how little attention philosophers, psychologists, or anyone else actually has paid to humor.

~Edward de Bono

Although feelings are not supposed to intrude on business discussions, they do anyway - we just disguise them as logic.

~Edward de Bono

The solid wealth of insurance companies and the success of those who organize gambling are some indication of the profits to be derived from the efficient use of chance.

~Edward de Bono

I think school is a place where thinking should be taught.

~Edward de Bono

They enjoy thinking. They enjoy being creative. They enjoy having ideas. Most people do not enjoy thinking at all.

~Edward de Bono

People should realize we're jerks just like them.

~Edward de Bono

I know it aches, how your heart it breaks. You can only take so much. Walk on.

~Edward de Bono

I'm a very loyal and unreliable friend.

~Edward de Bono

Do we have the will to make poverty history?

~Edward de Bono

We still seek to solve conflicts with 'judgement' instead of designing the way forwards.

~Edward de Bono

Creativity and lateral thinking have exactly the same basis as humour.

~Edward de Bono

The music that really turns me on is either running toward God or away from God. Both recognize the pivot, that God is at the center of the jaunt.

~Edward de Bono

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