



Distant Training in TRIZ, Systematic Innovation and Creativity

TRIZ-based Systematic Innovative Problem Solving in Business and Management: Essentials and Practice

Number of online sessions: 7 (minimum)

Certificates: - TRIZ Practitioner, Basic Level; MATRIZ Certificate Level 1.

This course provides interactive distant training on Basic TRIZ and Systematic Innovation for Business and Management. This form of training does not require a participant to travel to the course location.

SYNOPSIS

This unique hands-on training course offers learning and mastering skills with modern TRIZ and Systematic Innovation for Business and Management. The course introduces an approach to drastically increase creative and innovative productivity of individuals and organizations by learning how to define and solve problems in a systematic way within business and management environments to produce new creative ideas and solutions.

The acquired skills help the course participants to change their way of seeing and recognizing problems, resolve business and management contradictions in a “win-win” way, eliminate negative and harmful effects, enhance the use of resources, innovatively improve business systems and processes. In addition to learning about philosophy, key concepts, and a roadmap of TRIZ-based Systematic Innovation, the participants learn about driving forces of innovation as well as basic principles of systematic innovative thinking. During practical exercises, the participants acquire practical skills of working with several key TRIZ and Systematic Innovation techniques on real problems during the course.

The course is based on xTRIZ: an effective practical framework for creative innovation developed and tested by ICG T&C and its customers during 20 years. It focuses on an overview, learning and practical use of the techniques for solving problems arising in products/services and in the creation of new generations of innovative ideas. The course contains numerous examples to better understand TRIZ and its underlying principles and to make them applicable to a broad variety of problems, products and services.

"After this course, I believe TRIZ has great potential for the business world. It is a powerful tool to get people out of their normal line of reasoning, and to achieve extraordinary results."

*Principal Consultant,
Capgemini*

The course also introduces a unique material developed by the authors of the course and not available yet from any other sources apart from the parties licensed by ICG T&C.

A white paper presenting a more detailed overview of TRIZ in Business and Management is available at www.xtriz.com/TRIZforBusinessAndManagement.pdf.



GOALS OF THE COURSE

- Learn and understand a paradigm and basic principles of TRIZ and Systematic Innovation.
- Learn key techniques of TRIZ and Systematic Innovation.
- Develop thinking skills with TRIZ and Systematic Innovation.
- Acquire practical skills by working on real-life and educational projects.

TARGET AUDIENCE

Business leaders of all types of companies including start-ups, business development professionals, business and technology innovation professionals, innovation managers, new product and service development professionals, business and technology executives, Six Sigma, Lean and quality professionals, marketing and advertisement professionals, creativity and innovation trainers and facilitators, team leaders, business process improvers, knowledge management professionals, consultants and lecturers in innovation and creativity. Students interested in Creativity & Innovation

VALUE OF THE COURSE

- The course participants will learn how to solve most of the problems arising within their area of competence independently: both traditional problems and innovative problems. Such skill brings tremendous value to the problem solver due to considerably shortened time for finding solutions and guided search towards most effective solutions.
- The course participants will be able to use the course materials and acquired skills in their own practice.
- Knowledge of TRIZ positively affects short and long-term benefits that can be obtained by the problems solvers and their organizations due to the acquired ability to quickly and systematically find solution ideas and create new generations of products and services.
- The course participants will be able to use a common language when discussing innovative problems and possible ways of solving these problems which will facilitate and improve communication between attendants.

"The skills learned during this course will definitely add unique value to boosting innovative thinking and creative problem solving."

*Vice-President,
ABN AMRO Bank*

THE COURSE CONTENTS

TRIZ-Based Systematic Innovation for Business and Management

- Fundamentals of TRIZ and systematic innovative thinking.
- Types of business innovation.
- Systematic creative problem solving.
- Driving forces of systems and markets evolution.
- Psychological inertia and methods of boosting creative and innovative thinking.
- "Out-of-the box" thinking to deal with non-ordinary problems.
- xTRIZ Roadmap to business innovation.
- Key TRIZ concepts: Ideality/Value formula, Ideal Final Result, Multi-screen Thinking (System Operator), contradictions and conflicts, problem complexity management, problem flows.
- Overview of TRIZ and xTRIZ techniques for business and management,
- Technique: Root-Conflict Analysis (RCA+) for understanding complexity of



problems, cause-effect analysis, extracting blocking contradictions, visualization of contradictions and relationships between them.

- Practice with RCA+ on modelling and formulating business and management problems.
- Technique: Separation of Conflicting Requirements.
- Technique: 40 Inventive Principles for Business and Management to generate new ideas to resolve business and management contradictions.
- Technique: Contradiction Matrix for using 40 Inventive Principles for Business and Management
- Practice with 40 Inventive Principles for Business and Management and the Contradiction Matrix.
- Use of resources to increase ideality (value/costs ratio) of solutions.
- Evaluation of obtained ideas and solutions.
- Ideas Landscaping.
- Questions and answers, discussions.

The program and contents might slightly deviate according to latest updates.

PRACTICE

During the course, all techniques are practiced on real cases – the cases might be proposed by a student from his/her real practice.

LANGUAGE

The training is delivered in English.

COURSEWARE

- Video lectures (minimum 10 hours)
- The course slides
- The Guide to TRIZ techniques for Business and Management
- Sample cases

CERTIFICATE

Upon successful completion of the course, each student receives a uniquely numbered certificate issued and signed by ICG T&C and TRIZ Training International Centre and sent by land or airmail. Certificate of Level 1 from the International TRIZ Association MATRIZ is provided as well.

TERMS OF PAYMENT

- Full payment must be done before the course starts on the basis of invoice issued by ICG & TAA.
- Payment can be done via bank wire transfer (preferable) or Cheque.

TRAINER / MENTOR



Training is delivered by Valeri Souchkov, M.Sc, internationally recognized TRIZ expert with experience in delivering systematic innovation training and consulting worldwide since 1989. He was certified by the founder of TRIZ G. Altshuller and awarded a title of TRIZ Master by the International TRIZ Association MATRIZ. Currently he heads ICG Training & Consulting located in Enschede, The Netherlands and teaches TRIZ at the University of Twente, The Netherlands. Among his customers are ABN Amro Bank, Capgemini, DSM, DuPont, LG Electronics, Océ, Oracle, Philips, POSCO, Sensata, Shell, Siemens,

Unilever, TNO, TNT Post, as well as various academic and governmental organizations. In total, he trained more than 4000 people in TRIZ. He is a co-founder of the European TRIZ Association (ETRIA), member of Global TRIZ R&D Council of the International TRIZ Association (MATRIZ) and founder of the TRIZ Training International Centre. Valeri Souchkov is a developer of several TRIZ and Systematic Innovation techniques and the author of this course. Valeri is also currently the Chief Consultant TRIZ Association of Asia

FOLLOW-UP SERVICES

Follow-up services might be ordered separately after the course and include the following services:

- Training of different groups and teams within a customer organization.
- Advanced TRIZ and Systematic Innovation Training.
- After-training individual and group coaching.
- Assistance with Innovative Projects, facilitation of working sessions.
- Assistance with corporate-wide TRIZ and Systematic Innovation implementation.

USE LICENSE

If granted a certificate, a student is also granted the rights to use all the techniques learned in his practice as well as for any customer of a student including consulting activities. However the use of the course material as a whole or any its part for training purposes requires permission from ICG Training & Consulting / TAA