



## *Distant Training in TRIZ, Systematic Innovation and Creativity*

# Advanced TRIZ and Systematic Innovation for Business and Management (TTIC Certificate, MATRIZ Certificate Level 2)

### About the Course

- The course provides learning of methods and techniques of advanced TRIZ and Systematic Innovation adapted for Business and Management to develop innovative business and management solutions.
- MATRIZ Certificate of Level 1 is required to enter this course.
- The course is based on personal online communication between a trainer and a student

### Requirement

Basic knowledge of TRIZ is required to take the course (Certificate of MATRIZ Level 1 as evidence).

### Content

- Introduction to the background and overview of advanced TRIZ and Systematic Innovation.
- Function Analysis to build functional models of systems and identify innovation potential of systems.
- Ranking of functional problems.
- Practice with Function Analysis.
- Functional Idealization (Trimming).
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- Introduction to Inventive Patterns of Solutions (Inventive Standards).
- A system of Inventive Standards for Business and Management.
- Practice with Inventive Standards for Business and Management.
- TRIZ Patterns of Systems Development and Evolution.
- TRIZ Trends and Lines of Business Systems Evolution.
- Evolutionary Potential Analysis.
- Ideas generation with the TRIZ Trends and Lines of Evolution
- Practice with the TRIZ Trends of Evolution and Innovation Roadmapping.
- Innovation Evolution Tree.
- Problem Perception Mapping
- Innovation Situation Questionnaire
- Evaluation and landscaping techniques.

## Process

- Downloading and watching a set of lectures in HD video format.
- Online discussions with questions, answers and explanations on each topic.
- Off-line assignments performed by a student.
- Off-line evaluations performed by the trainer.
- Interactive online feedback session after each assignment.

## TRAINING PACKAGE

- Set of video lectures by Valeri Souchkov
- Course slides
- Guides to tools and techniques used in the course
- Practical assignments
- Online interactive sessions
- Offline evaluations and communication
- After-course questions/answers support

## TRAINER



Training is delivered by Valeri Souchkov, certified TRIZ Master with experience of delivering services related to TRIZ and Systematic Innovation worldwide since 1991. He was certified as TRIZ Specialist by the founder of TRIZ G. Altshuller and as 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 and TIAS Business School. Among his customers are Capgemini, DSM, DuPont, General Electric, LG Electronics, Océ, Oracle, Philips, POSCO, Shell, Siemens, as well as various academic and governmental organizations. In total, he participated in 100 innovative projects and trained more than 5000 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

## TECHNICAL REQUIREMENT

[Our standard technical requirements](#)



## CERTIFICATE

The International TRIZ Association (MATRIZ) Certificate Level 2. In addition: Certificate of TRIZ Practitioner, Advanced Level. Certificate is issued by ICG T&C and the TRIZ Training International Centre.

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