

TRAINING COURSES IN TRIZ, SYSTEMATIC INNOVATION, AND CREATIVE IMAGINATION DEVELOPMENT

萃智系統性創新與創意思考管理課程

國際管理 TRIZ 大師 - Valeri V. Souchkov 首次訪台親自傳授

在此快速發展與高度競爭的時代，靠靈感一閃或腦力激盪的創新只能生存無法卓越。萃智 (TRIZ: Theory of Inventive Problem Solving) 是最重要的系統性創新手法，主要是系統性地利用前人及跨領域的智慧來解決問題。它可以很有系統地帶領我們跳出思考窠臼、辨識機會，創意解題。其通盤、有效且具系統化之特性可推廣於各種產業，也成為當今產品、製程及服務的創新，最有效、最重要的系統手法。三星自 1998 年大量引入萃智，現已擺脫低價低品質產品形象轉為高品質高創新產品公司，年專利數耀世界第二，每年因應用萃智所產生財務效益，數以千萬美金計。GE、LG、松下電器、英特爾、西門子、P&G、通用電器等均大力推展萃智，並獲得大量創新、專利及財務效益。

【講師簡介】 Valeri V. Souchkov (蘇聯裔荷蘭籍)

培訓超過 4,000 位萃智(TRIZ)專業人士，遍布全世界 60 多個國家。

Trained more than 4,000 professionals in TRIZ and Systematic Innovation over 60 countries.

其課程被 LG 集團(樂喜金星集團)評為 " 最棒的創新課程 "

Valeri' s course was named of "The Best Course on Innovation" by LE Electronics.

【企業班擬定時間】

1/20 (二)、1/21 (三)、1/22(四)、1/26 (一)、1/27(二)、1/28(三) 09:00-18:00

【主題選單】

No.	Course Topic	Hours	Level
1	Introduction of TRIZ for Technology and Engineering 萃智創新手法介紹-科技工程類	8 hours	Beginners
2	Introduction of TRIZ for Business and Management 萃智創新手法介紹-商業管理類	8 hours	Beginners
3	Innovative problem solving with TRIZ for Business & Management 萃智創新之商業管理應用(基礎班)	16 hours	Beginners
4	Systematic Business Model Innovation 系統化商業創新模式	8 hours	Intermediate
5	Creative Imagination Development 發展創造性想像力	8-16 hours	Intermediate

Introduction of TRIZ for Technology and Engineering

萃智創新手法介紹-科技工程類 (8 hrs)

- Everyone who wants to learn the ability to expand his creative skills by adding systematic approach to the process and use patterns of strong thinking: engineers eager to innovate; manufacturing professionals, R&D professionals, new product development professionals and managers, new business development managers, marketing & engineering professionals.
此課程適合工程技術經理、業務經理、管理顧問、任何對科技工程創新有興趣的人員參與。
- ✓ 介紹萃智系統性創新手法 (TRIZ) 整體運作流程
Introduction to the background and overview of TRIZ and Systematic Innovation
- ✓ 介紹萃智(TRIZ)主要關鍵-理想性、資源以及矛盾
Basic concepts of TRIZ: Ideality, Resources and Contradictions
- ✓ 介紹系統性創新思考與隨機性思考之差別
System thinking instead of random search for solutions
- ✓ 系統性創新萃智(TRIZ)工具與技術與解決科技工程問題
The tools and techniques of TRIZ and systematic Innovation to solve inventive problems.
- ✓ 利用矛盾矩陣與發明原理創造嶄新想法以及相關案例分享
Altshuller Matrix and Inventive Principles for generating new ideas and practice.

Introduction of TRIZ for Business and Management

萃智創新手法介紹-商業管理類 (8 hrs)

- Everyone who wants to expand creative skills by adding systematic approach to the process and use patterns of strong thinking: business and technology managers, team leaders, management consultants, consultants in quality and innovation.
此課程適合新產品研發、新客戶開發業務、市場行銷、任何對商業管理有興趣的人員參與。
- ✓ 介紹萃智系統性創新手法 (TRIZ) 整體運作流程
Introduction to the background and overview of TRIZ and Systematic Innovation
- ✓ 介紹萃智(TRIZ)主要關鍵-理想性、資源以及矛盾
Basic concepts of TRIZ: Ideality, Resources and Contradictions
- ✓ 介紹系統性創新思考與隨機性思考之差別
System thinking instead of random search for solutions
- ✓ 系統性創新萃智(TRIZ)工具與技術與解決商業管理問題
The tools and techniques of TRIZ and systematic Innovation to solve inventive problems.
- ✓ 利用矛盾矩陣與發明原理創造嶄新想法以及相關案例分享
Contradiction Matrix and Inventive Principles for generating new ideas and practice.

Innovative problem solving with TRIZ for Business & Management

萃智創新之商業管理應用(基礎班) (16 hrs) – Beginners

- Everyone who wants to expand creative skills by adding systematic approach to the process and use patterns of strong thinking: Business and technology managers, human resource managers, team leaders, business analysts, management consultants, consultants in quality and innovation, productivity consultants.
此課程適合所有欲透過系統化增進創意思考能力，企業主管、技術主管、人資主管、管理顧問、策略管理師等，以及任何對商業管理有興趣的人員參與。
- ✓ 結合系統性與創新思考找出關鍵因素與衝突因子
Problem Perception Map technique to identify problem level and borders.
- ✓ 介紹如何透過系統性思考，達到解決衝突的策略
Innovation Situation Questionnaire: Constraints, Demands, Requirements.
- ✓ 企業管理之萃智創新手法(TRIZ)介紹
TRIZ Background and main concepts of systematic inventive problem solving.
- ✓ 利用根源衝突法確認問題的關鍵因素關係圖，識別根源因子
Root-Conflict Analysis (RCA+) technique to present and decompose complex situation, extract and formulate problems, and create problem maps.
- ✓ 藉由系統性矛盾矩陣技術得到更多發明概念
Contradiction Matrix technique for systematic access to Inventive Principles.
- ✓ 透過創新的原則和衝突消除模式，以最有效的方式解決衝突
Inventive Principles for solving problems by eliminating technical contradictions and conflicts.
- ✓ 藉由資源分析進行解決方案的優化 Ideal Final Result technique.

Systematic Business Mode Innovation 系統化商業創新模式 (8 hrs) – Intermediate

- Everyone who is interested in business innovation: business professionals, business managers, team leaders, management consultants, productivity and quality professionals, executives.
此課程適合企業主管、企業發展者、策略者、企業問題解決者
- ✓ 商業模式介紹 Introduction to Business Modeling
- ✓ 發掘潛在挑戰與機會 Extraction of potential challenges and opportunities
- ✓ 藉由理想性與資源創新輔佐現有商業模式
Using Ideality and Resources to innovate existing business models
- ✓ 識別價值衝突鏈建構關鍵因素
Value-Conflict Mapping (VCM) to identify and structure critical contradictions.
- ✓ 進行關鍵因素排序與選擇
Ranking and selection of critical contradictions in a business model.
- ✓ 討論解決商業模式衝突案例分享
Discovering and solving contradictions in business models and practice

Creative Imagination Development 發展創造性想像力 (8-16hrs) – Intermediate

- Those who wish to enhance their problem solving capabilities and learn how to deal with complex problems: from students to executives, from business and technology to film making.
此課程適合希望增進個人創意思考能力以及學習如何跳脫思維的解決問題。
- ✓ 創新思考發展介紹
Background of Creative Imagination Development
- ✓ 一般思考與力量思考之差別
Ordinary thinking vs. power thinking: the differences
- ✓ 如何面對心理惰性、恐懼和障礙
Psychological inertia, fears, and barriers: how to fight?
- ✓ 透過跳脫式思考解決困難問題點
Out of the box thinking: why difficult? What can be done to improve?
- ✓ 對潛在矛盾進行判斷與消除
Recognizing and eliminating existing and potential contradictions
- ✓ 掌握“規模-時間-成本”參數認知
Parameter Intensification and Operator "Size-Time-Cost".
- ✓ 介紹創新思考之大方向原則
Collection of Generic Principles for Creative Ideas Generation.
- ✓ 說故事能力與情境開發
Inventive storytelling and scenario development

【聯絡方式】

單位名稱：中華系統性創新學會/亞卓國際顧問股份有限公司

聯絡窗口：

- 吳亮東 03-5723200 # 15 wu.justin@ssi.org.tw
- 詹圓圓 03-5723200 # 12 chan.yuangyuang@ssi.org.tw

【國際大師公開班行程】

日期	課程	授課時數	地點
2015/01/17 (六) 10:00-11:00	2015 系統性創新研討會暨第七屆中華系統性創新學會年會-專題演講 暫定主題: TRIZ and Systematic Innovation for Business and Management: current status & Future prospects. 應用萃智系統化創新於商業與管理: 現況和未來	1 小時	台北科技大學
2015/01/18-19 (日-一) 09:00-18:00	TRIZ Innovative problem solving with TRIZ for Business & Management 萃智創新之商業管理應用(基礎班) (公開班)	16 小時	台大育成中心
2015/01/23-25 (五-日) 09:00-18:00	Advanced TRIZ for improving Business Systems 進階萃智商業管理創新手法 (公開班)	24 小時	台大育成中心

Innovative problem solving with TRIZ for Business & Management

萃智創新之商業管理應用(基礎班) (16 hrs) – Beginners

- Everyone who wants to expand creative skills by adding systematic approach to the process and use patterns of strong thinking: Business and technology managers, human resource managers, team leaders, business analysts, management consultants, consultants in quality and innovation, productivity consultants.
此課程適合所有欲透過系統化增進創意思考能力，企業主管、技術主管、人資主管、管理顧問、策略管理師等，以及任何對商業管理有興趣的人員參與。
- ✓ 結合系統性與創新思考找出關鍵因素與衝突因子
Problem Perception Map technique to identify problem level and borders.
- ✓ 介紹如何透過系統性思考，達到解決衝突的策略
Innovation Situation Questionnaire: Constraints, Demands, Requirements.
- ✓ 企業管理之萃智創新手法(TRIZ)介紹
TRIZ Background and main concepts of systematic inventive problem solving.
- ✓ 利用根源衝突法確認問題的關鍵因素關係圖，識別根源因子
Root-Conflict Analysis (RCA+) technique to present and decompose complex situation, extract and formulate problems, and create problem maps.
- ✓ 藉由系統性矛盾矩陣技術得到更多發明概念
Contradiction Matrix technique for systematic access to Inventive Principles.
- ✓ 透過創新的原則和衝突消除模式，以最有效的方式解決衝突
Inventive Principles for solving problems by eliminating technical contradictions and conflicts.

※ 再增加8小時網路課程，若通過相關認證考試，可得國際萃智認證 (MATRIZ) Level 1

The course participants who successfully complete the course will be awarded by the certificates of the International TRIZ Association (MATRIZ), Level 1.

Advanced TRIZ for improving Business Systems 進階萃智商業管理創新手法 (24hrs)

- Everyone who wants to expand innovative skills by adding systematic approach to the process and use patterns of strong thinking: Business and technology managers, human resource managers, team leaders, business analysts, management consultants, consultants in quality and innovation, productivity consultants.

此課程適合所有欲透過系統化增進創意思考能力，企業主管、技術主管、人資主管、管理顧問、策略管理師等，以及任何對商業管理有興趣的人員參與。(有上過基礎班課程尤佳)

- ✓ 進階TRIZ說明介紹

Advanced TRIZ Background

- ✓ 介紹企業模式及商業模式圖

Business Modeling and Business Model Canvas

- ✓ 識別商業系統資源與理想性組織架構

Business Systems Resources & Ideality Roadmap.

- ✓ 透過價值衝突鏈識別企業障礙與創新機會

Value-Conflict Mapping for identifying business evolution barriers and innovation opportunities.

- ✓ 探討商業系統之規範與演變趨勢

Laws and Trends of Business Systems Evolution.

- ✓ 商業系統之去蕪存菁與追求理想性與創新

Business System Trimming and evolution towards ideality and innovation

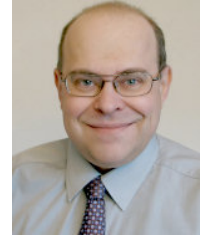
- ✓ 藉由標準商業管理方式解決企業問題

Business Systems Functional Problem Solving with the Inventive Standards for Business and Management.

※再增加8小時網路課程，若通過相關認證考試，可得國際萃智認證 (MATRIZ), Level 2

The course participants who successfully complete the course will be awarded by the certificates of the International TRIZ Association (MATRIZ), Level 2.

講師介紹 - Valeri V. Souchkov (蘇聯裔荷蘭籍)



【現職】

- ◇ [ICG Training & Consulting](#) 國際TRIZ訓練中心創辦人·並任訓練中心主席
ICG Training & Consulting, Enschede, The Netherlands.
Founder, Managing Director, Trainer, Consultant, Developer
 - Development of TRIZ and xTRIZ tools and xTRIZ framework establishing a
 - Process of Systematic Innovation with TRIZ.
 - Training and consulting customers on TRIZ and xTRIZ worldwide.
 - Establishing and chairing the International TRIZ Training Centre.
 - Publications related to TRIZ, innovation and creativity.
 - Worldwide promotion of TRIZ.
- ◇ 國際萃智TRIZ協會 [TRIZ Association \(MATRIZ\)](#) 研究與發展主席
Member of the Global R&D Council of the International TRIZ Association (MATRIZ),
head of the Group of TRIZ Research and Developments Coordination.
 - 推廣萃智創新手法與工具·建議系統性創新流程
 - 培訓世界各地專業萃智(TRIZ)人才與擔任企業萃智(TRIZ)顧問
 - 定期公開發表萃智(TRIZ)、創新與創意相關領域期刊
- ◇ 荷蘭知名大學-屯特大學 (University of Twente) 特聘講師
Invited Lecturer of University of Twente, Enschede, The Netherlands.
 - Training all categories of students in TRIZ.
 - Assisting students in performing M.Sc. projects with TRIZ.

【學歷】

- ◇ 白俄羅斯國立信息技術無線電電子大學電子工程設計碩士
- ◇ 2013 年榮獲國際萃智TRIZ協會頒證為 TRIZ Master (萃智大師)

【經歷】

曾輔導超過56個許多知名企業於創新解決問題與新產品開發相關專案
POSCO(浦項鋼鐵)、Unilever(聯合利華公司)、ING (安泰投信)、Philips
(飛利浦照明)、SHELL (殼牌)、SECO (山高)、ASML(艾司摩爾)、LG集團
(樂喜金星集團)、DSM(帝斯曼)...等。

- 培訓超過 4,000 位萃智(TRIZ)專業人才·遍布全世界 60 多個國家
- 曾教授超過 168 堂商業管理系統性創新 & 科技工程相關課程

影片觀賞- Valeri V. Souchkov [TRIZ 基本介紹影片](#)



【著作】

總共有75篇著作；其中67篇為萃智創新(TRIZ)相關著作

書籍：2本

課程教材：4本

國際會議與期刊：38篇

白皮書：24篇

- In 2010, co-authored the book "Systematische Innovation: TRIZ-Anwendung in der Produkt- und Prozessentwicklung" (ISBN 978-3446421325) published by Hanser Verlag, Germany.
- In 1999 edited, adapted and published the book "TRIZ: The Right Solution at The Right Time" (ISBN 90-80468010) by Yuri Salamatov, Ph.D which has been considered one of the bestselling books on TRIZ worldwide, and was translated to Japanese by Mitsubishi Research Institute.
- In 1998 authored the monograph "Knowledge Based Support for Innovative Engineering Design" which summarized the results of the research project on modeling sharable physical knowledge for innovation.