

# ADVANCED SYSTEMATIC INNOVATION WITH TRIZ FOR BUSINESS AND MANAGEMENT: ESSENTIALS AND PRACTICE

## *4-Day Hands-on Advanced Practitioner Training Course*

*Trainer: Valeri Souchkov, certified TRIZ Master*

This unique intensive 3-day hands-on course targets at learning and mastering skills with modern TRIZ and Systematic Innovation for Business and Management to increase innovative productivity and performance of organizations and individuals. The course focuses on overview, learning and practical use of advanced techniques for innovative improvement of business systems through generation of new innovative ideas and solutions in a systematic way.

The acquired skills will help the course participants to innovatively improve their business systems through identifying and modeling system relationships and applying Laws and Trends of System Evolution to identify evolutionary potential of business systems and roadmap new generations of innovative ideas.

The course is based on xTRIZ: a practical framework developed by ICG T&C which extends classical TRIZ and puts it to the practical use. 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 products/services. The course contains numerous examples to better understand the nature of TRIZ and the underlying philosophy and make it applicable to a large variety of problems, products and services.

The course features unique material developed by the authors of the course and the TRIZ Training International Centre.

### **GOALS OF THE COURSE**

- Understand and learn principles and fundamentals of advanced TRIZ and Systematic Innovation.
- Learn and master skills with techniques of xTRIZ and advanced TRIZ.
- Learn how to apply the techniques to real situations concerning improvement of the existing products and technologies as well as forecasting new generations of products and services.
- Acquire practical skills by working on customer-specific real-life projects.

### **TARGET AUDIENCE**

Business managers, business development managers, business innovation professionals, innovation managers, new business product and service development professionals, business and technology executive officers, Six Sigma specialists, marketing and advertisement professionals, creativity and innovation trainers and facilitators, team leaders, business process improvers, knowledge management professionals, consultants, lecturers.

Previous experience with TRIZ is required (TTIC certificate or MATRIZ Level 1).

### VALUE OF THE COURSE

- The course participants will be able 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 problems and possible ways of solving these problems which will facilitate and improve communication between attendants.

### COURSEWARE

Courseware includes the course slides and reference materials, and a book on Hands-on Systematic Innovation. All courseware will be made available to every participant in electronic form for individual use (except third-party books and publications).

### TRAINER



The course is performed by Valeri V. Souchkov, certified TRIZ Master, is internationally acknowledged innovation and TRIZ expert, developer and trainer. He pioneered professional TRIZ and systematic innovation activities in Western Europe and USA and authored several TRIZ techniques. He has experience with delivery of TRIZ and Systematic Innovation services worldwide since 1989 to over 200 customer organizations including ABN AMRO, Capgemini, DuPont, ING Group, LG Electronics, Orange, Reckitt Benckiser, Philips, Posco, Sekisui, Shell, Siemens, Thales, TNT Post, Unilever; as well as universities and major government agencies. In total, he trained more than 4.000 people in TRIZ and Systematic Innovation. He is a founder and head of ICG Training & Consulting as well as teaches TRIZ at the University of Twente and TIAS Business School (The Netherlands). In 2000 he originated and co-founded the European TRIZ Association (ETRIA) and is head of Global TRIZ Development Coordination Group of the International TRIZ Association (MATRIZ).

### CERTIFICATION

Each participant who successfully completed the course will receive a certificate of TRIZ and xTRIZ Practitioner: Basic Level from ICG Training & Consulting and the TRIZ Training International Centre and certificate of Level 2 from the International TRIZ Association MATRIZ.

## PROGRAM OF THE COURSE

### Advanced TRIZ for Business and Management Course (MATRIZ Level 2), 3 days

#### Day 1: Start at 09:00, finish at 17:30, lunch break at 12:00-13:00

- Introduction.
- Advanced TRIZ Background.
- Business Modeling and Business Model Canvas.
- Business Systems Resources.
- Business Ideality Roadmap.
- Value-Conflict Mapping for identifying business evolution barriers and innovation opportunities.
- Practice in groups with Value-Conflict Mapping.
- Questions and Answers.

#### Day 2: Start at 08:30, finish at 17:30, lunch break at 12:00-13:00

- Recap of the first day, questions and answers.
- Functional Evolution of Systems.
- Laws and Trends of Business Systems Evolution.
- Practice in groups with the Laws and Trends of Business Systems Evolution. Application of the Laws and Trends of Evolution of Business Systems Evolution to the challenges defined by Value Conflict Mapping.
- Questions and Answers.

#### Day 3: Start at 08:30, finish at 17:30, lunch break at 12:00-13:00

- Recap of the third day, questions and answers.
- Function Modeling, identification of functional problems.
- Business Systems Functional Problem Solving with the Inventive Standards for Business and Management.
- Practice in groups with Business Systems Functional Problem Solving.
- Questions and Answers.

#### Day 4: Start at 08:30, finish at 16:30, lunch break at 12:00-13:00

- Recap of the fourth day, questions and answers.
- Business System Trimming and evolution towards ideality.
- Business Model Innovation.
- Ideas Evaluation and Landscaping.
- Evolution trees and roadmaps.
- Questions and Answers.
- Closing discussion.

## LANGUAGE

The course is performed in English.

## FOLLOW-UP SERVICES

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

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

## NON-PARTICIPATION IN BENEFITS

Often, new intellectual property is generated directly during the training courses. The Trainer and/or parties affiliated with the Trainer will not demand participation in potential benefits which might be obtained by the customer from implementation of solutions (if any) resulting from the training courses and follow-up support and maintenance unless agreed otherwise.

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