SYSTEMATIC CREATIVE IMAGINATION DEVELOPMENT

Hands-on Training Course
Total course length: 12 hours
Certificate: Creative Imagination Development Practitioner

Our crelative imagination is essential part of inventing new ideas and solution is various areas of human activities. We all possess it, but do we use it to full extent? This course targets at providing an answer how to relax personal constraints and develop our creative imagination.

There are already many courses on creativity. What is different in this course? At this course we are not just talking about what creativity is and what we need to boost it, but learn how to improve and develop it with a number of systematic techniques which help directly generate new "out-of-the-box" ideas and systematically develop creative imagination. Not just learning several new techniques, but learning how to evolve our imagination and capabilities to think out of the box. Like any skill, creative imagination requires continuous development. A systematic approach to **Creative Imagination Development (CID)** makes this course unique and different.

The course content is based on findings and developments of Genrich Altshuller, who has been widely known for originating TRIZ, a Theory of Solving Inventive Problems, and his associates. Today TRIZ is the best known tool to solve inventive and innovative problems. But while TRIZ mostly focuses on technological and business areas, and requires considerable time to learn and master, the CID techniques can be used in every area, learned very quickly, and immediately put to practice.

Skills with systematic Creative Imagination Development not only help to come up with new ideas. They help to recognize existing opportunities and see ahead of others.

In the past, CID techniques were successfully used to invent new products and add new features to existing products, solve technical and business problems, find new creative ideas for marketing and advertisement, books and screenplays, paintings and photo art, decoration – virtually every area where creativity is demanded. CID techniques can also be successfully used during team sessions to facilitate new ideas generation.

TARGET AUDIENCE

Anyone who is interested in enhancing personal creative imagination skills and learn new ways to generate winning creative ideas in a systematic way.

GOALS OF THE TRAINING COURSE

- Understanding a systematic approach to developing creative imagination.
- Learning systematic techniques to generate creative ideas.
- Mastering practical skills: The participants acquire and master practical skills with real cases during the course.

OUTCOME

- Ability to use the learned techniques by the participants independently in their everyday activities.
- A number of new creative ideas to real participants' challenges generated during the training sessions.

THE COURSE CONTENTS

Systematic Creative Imagination Development

General questions:

- ❑ Ordinary thinking vs. inventive thinking: what are the differences?
- ❑ Psychological inertia, fears, and barriers: how to fight?
- ❑ Out of the box thinking: why difficult? What can be done to improve?

"Out-of-the-box" ideas generation techniques:

- ❑ Multi-Screen Diagram and Multi-Screen Vision
- ❑ Value/Ideality Formula and Ideal Final Result
- ❑ Focal Objects technique
- ❑ Trend Extrapolation technique
- ❑ Discovering and eliminating contradictions
- ❑ Parametric Intensification and Operator "Size-Time-Cost"
- ❑ Gold Fish technique
- ❑ Four-level Design technique
- ❑ Principles of Creative Innovation
- ❑ Fantogramma
- ❑ Innovative storytelling and scenario creating

The program and contents might slightly deviate according to customer demands.

PRACTICE

During the course, all techniques are practiced with real cases.

TRAINING COURSEWARE AND PACKAGE:

- Course slides
- A booklet with CID Techniques
- After-course questions/answers support
- After-course free updates of CID
- Certificate

All course materials are supplied in electronic form (PDF) and partly in paper form for working in a class.

CERTIFICATE

Upon successful completion of the course, each student receives a uniquely numbered certificate issued by the TRIZ Training International Centre.

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).

CONTACT AND FURTHER INFORMATION

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