

# INNOVATIVE PROBLEM SOLVING WITH TRIZ FOR BUSINESS AND MANAGEMENT: ESSENTIALS AND PRACTICE

## *3-Day Hands-on Practitioner Training Course*

*Trainer: Valeri Souchkov, certified TRIZ Master*

This unique and intensive 3-day hands-on course offers learning and mastering skills with modern TRIZ and Systematic Innovation for Business and Management. The course introduces a practical approach to increase creative and innovative productivity of individuals, teams and organizations by learning how to define and solve problems within business and management environments in a systematic way to produce innovative business ideas and solutions.

The course is based on TRIZ: a knowledge-based discipline established to study creative phases of innovative process and develop methods and tools for supporting innovative processes with a systematic approach. TRIZ has been developed on the basis of extensive examination of numerous innovative ideas and solutions and discovery of innovative solution patterns and search strategies. The use of TRIZ helps to considerably improve the quality and performance of the front-end phases during innovative processes and generate new successful breakthrough ideas on demand. During last decade TRIZ became the best practice of innovation at such companies as General Electric, Intel Corporation, Samsung.

During the course, participants learn practical framework for creative innovation developed and tested by ICG T&C and its customers during 20 years. The course focuses on an overview, learning and practical use of the techniques for solving problems and in the creation of new generations of innovative ideas. The course contains numerous examples to better understand TRIZ and its underlying principles.

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

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

The course is delivered under accreditation of the International TRIZ Association (MATRIZ).

### TARGET AUDIENCE

Business leaders of large companies and start-ups, business development managers, innovation professionals, innovation managers, new product and service development professionals, business and technology executives, Six Sigma 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.

No previous knowledge of TRIZ is required.

### 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 new thinking skills with Systematic Innovation.
- Acquire practical skills by working on real-life cases.

### VALUE OF THE COURSE

- Knowledge of TRIZ positively affects short and long-term benefits that can be obtained by the course participants and their organizations due to the acquired skills to quickly and systematically analyze and define innovative problems and recognize most promising directions of solution search.
- The course participants will learn how to search for innovative solutions in a systematic way. Such skills bring added value to a 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 a common language when discussing innovative problems and possible ways of solving these problems which will facilitate and improve communication between problem solvers.
- The course participants will be able to use the course materials and the skills acquired in their own practice after the course.

### 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).

## PROGRAM OF THE COURSE

### Basic TRIZ for Business and Management Course (MATRIZ Level 1), 3 days

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

- Introduction.
- TRIZ Background and main concepts of systematic inventive problem solving:
  - Innovation barriers, sources and triggers.
  - Fighting psychological inertia and creative imagination development.
  - Basic concepts of TRIZ philosophy and thinking paradigm shift.
  - A roadmap to the TRIZ and Systematic Innovation.
- Business Modeling.
- xTRIZ Basic Process for inventive problem solving.
- Ideal Final Result technique.
- Resources, Multi-Screen Diagram.
- Problem Perception Map technique to identify problem level and borders.
- Innovation Situation Questionnaire: Constraints, Demands, Requirements.
- Root-Conflict Analysis (RCA+) technique to present and decompose complex situation, extract and formulate problems, and create problem maps.
- Practice in groups: Ideal Final Result, Problem Perception Mapping, and Root Conflict Analysis (RCA+).
- 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.
- Formulating innovative business problems in terms of contradictions.
- Inventive Principles for solving problems by eliminating technical contradictions and conflicts.
- Exploring business model for resources.
- Contradiction Matrix technique for systematic access to Inventive Principles.
- Practice in groups: ideas generation with Contradiction Matrix for business and management and Inventive Principles.
- Questions and Answers.
- Closing discussion.

#### Day 3: Start at 08:30, finish at 16:30, lunch break at 12:00-13:00

- Recap of the second day, questions and answers.
- Ideas Evaluation and Landscaping.
- Practice in groups: ideas evaluation and landscaping.
- Evaluation of secondary problems.
- Overview of Advanced TRIZ techniques.
- Questions and Answers.
- Closing discussion.

## COURSEWARE

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

### 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 1 from the International TRIZ Association MATRIZ.

### 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.
- Advanced TRIZ and Systematic Innovation Training.
- 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

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