



ICG TRAINING & CONSULTING

EXPERTISE WITH TRIZ, SYSTEMATIC
INNOVATION, AND CREATIVITY
DEVELOPMENT

ICG Training & Consulting
Enschede, The Netherlands
www.xtriz.com

TRAINING, COACHING AND IMPLEMENTATION: DEVELOPMENT OF CREATIVE AND INNOVATIVE SKILLS BASED ON SYSTEMATIC METHODS AND TOOLS



This unique package of training courses targets at developing and mastering creative and innovative skills by groups and individuals with TRIZ and Systematic Innovation. The training programs offered by us are based on our extensive experience since 1989 with training and consulting of numerous customer organizations worldwide, including Fortune Global 500 companies, universities, and government agencies.

The courses are based on combination of TRIZ (Theory of Solving Inventive Problems), and modern methods of Systematic Innovation. As recognized today by a number of

world leading corporations, TRIZ-based tools bring the best practices to organizations and individuals to improve and create ideas, products and services.

Training Course Topics:

- TRIZ-based methods and techniques for situation analysis and generation of new innovative ideas and solutions in a systematic way for technology and business areas.
- Creating “What’s Next”: developing next generations of technologies, products and services with TRIZ.
- Creativity and Creative Imagination Development: Practical techniques to overcome psychological inertia, enhance creative imagination, and generate new creative ideas.
- Collaborative Intelligence for Innovation: how to facilitate collaborative idea generation and evaluate results with the support by systematic methods and tools.

Goals of Training:

- Developing skills to properly analyze situations, recognize problems, barriers and conflicts, correctly formulate goals, extract innovative opportunities.
- Developing skills to overcome psychological inertia, skills to create “what’s next”, ability of systemic thinking.
- Developing skills with using TRIZ patterns of solutions and trends of evolution to generate new solution strategies “out of the box”, understanding of driving forces of systems evolution, ability to use tools to collaborative assessment and evaluation of ideas and proposals.

Benefits:

- Fast generation of innovative concepts to improve existing solutions, create new solutions and develop new markets.
- Generating strategies of future technology and business evolution based on evolutionary potential analysis and the trends of systems evolution.
- Expanding the intellectual property of an organization via increasing a number of patentable solutions and unique technologies.
- Raising intellectual capital of an organization by training teams and individuals in the modern methods of systematic innovation and advanced thinking.



All training courses include working on real projects that participants bring to the training room. This adds extra value to a customer organization: in many cases solutions found immediately solve customer’s problems or improve customer’s products, processes and services. Training can be customized and include complementary methods, tools and techniques.

Training at all levels is available: from the beginner to master level.

Training might include train-the-trainer programs, as well as follow-up coaching.

INNOVATIVE PROJECT ASSISTANCE

Innovative improvement of existing products, processes and business services; solving specific problems related to eliminating negative effects, resolving conflicts and costs reduction.

This service helps customers to innovatively improve existing products, processes, and services, or solve problems related to these products, processes and services. A process includes thorough analysis of the existing situations within the customer's business, as well as competitive businesses, understanding of current market trends and market needs.

This service is based on extracting and defining origins of problems by causal and functional analysis and mapping and visualizing undesired and harmful effects and relationships. To generate new solution ideas and strategies the TRIZ techniques are applied. They help resolving contradictions in combination with innovative principles provided by the Systematic Innovation knowledge bases.

An output of the service is a ranked list of new ideas, solutions and solution strategies.

The value for the customer will be improved product, process or service; usually towards a higher degree of ideality and eliminated problems and contradictions. A really innovative solution brings value to both customers and suppliers.

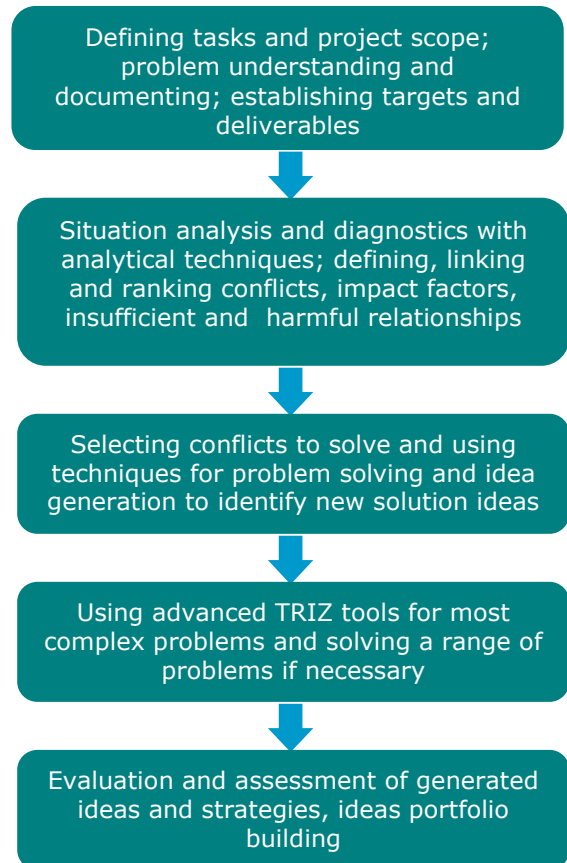
Opportunity exploration: “What’s Next” and development of ideas and concepts for new generations of products and services.

To create new products and services or invent new features, we have to understand what new value can be created by recognizing what current contradictions exist between market trends/demands and current functionality of products and services.

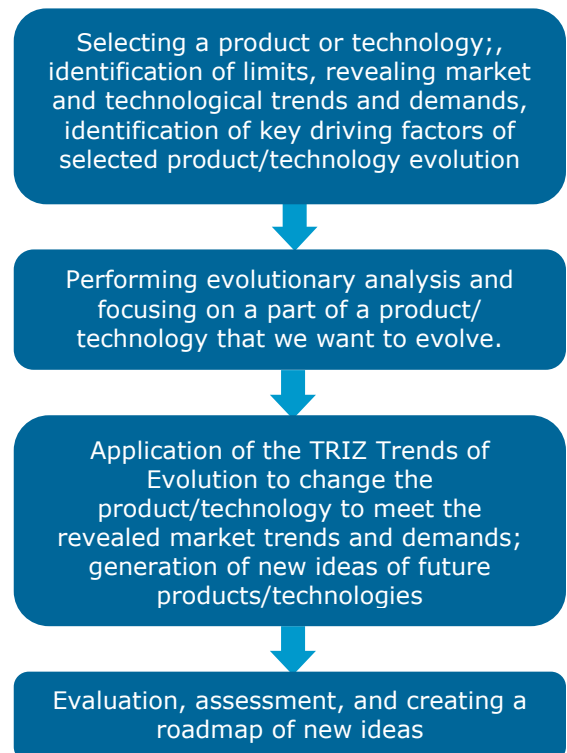
This is one particular, but very powerful way to create new products and services: to reveal and resolve existing contradictions between market demands and already existing solutions. Creating new products and services usually results in emergence of other contradictions, which can as well be handled with Systematic Innovation. Another method is a systematic analysis of evolutionary potential of existing systems and application of the trends of system evolution to develop new generations of products which were discovered during long-term TRIZ and Systematic Innovation studies.

In cases of complex products and processes, both methods complement each other and are used together.

INNOVATIVE IMPROVEMENT AND PROBLEM SOLVING



CREATING “WHAT’S NEXT”



ABOUT ICG TRAINING & CONSULTING

Founded in 2003 by Valeri Souchkov in The Netherlands, ICG T&C is a company operating as an international network united by the common goals and mission: to develop and bring to the market most advanced and practical methods, tools, and solutions which boost, leverage, and manage technology and business innovation. Among the company customers are hundreds of large and small organizations which are willing to not just observe but create future.

Prior to founding ICG T&C, Valeri Souchkov co-founded Invention Machine Labs in 1989 which pioneered promotion of TRIZ and Systematic Innovation in Western Europe. Later he co-founded a number of consulting companies in the area of TRIZ, innovation support and innovation management. In total, he trained more than 4.000 professionals and assisted over 100 innovative projects in 30 countries. He is also active TRIZ and Systematic Innovation developer and author of several techniques, as well as many publications. He also teaches TRIZ at the University of Twente in the Netherlands.

To further disseminate TRIZ knowledge, share experiences of organizations and individuals with TRIZ and Systematic Innovation, and enhance collaboration within Systematic Innovation community, in 2000 Valeri Souchkov initiated and co-founded the European TRIZ Association ETRIA which currently unites members from over 40 countries.

ICG T&C has licensed representatives and trainers in Europe, Middle East, Central and South America and Asia Pacific.



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