INTRODUCTION TO TRIZ-BASED SYSTEMATIC INNOVATION

ONE DAY PUBLIC INTRODUCTORY TRAINING FOR TECHNOLOGY AND ENGINEERING

TRIZ-based Systematic Innovation is a methodology of practical use of TRIZ (the Theory of Inventive Problem Solving), which resulted from many years of training and consulting at various organizations worldwide, from academy to industry. The methodology establishes a process of Systematic Innovation and introduces a number of techniques enabling the use of TRIZ in everyday professional activities and structures the use of these techniques. The unique courses developed by the ICG T&C founder, Valeri Souchkov, have gained worldwide recognition and offer intensive and practical training of those who are willing to solve difficult problems quickly and effectively, generate new ideas in a systematic way, and incorporate these skills to the everyday use.

The courses on Systematic Innovation developed by us were successfully performed at a number of Fortune 500 companies, as well as for medium and small enterprises. At LG Electronics (South Korea) the basic course by Valeri Souchkov were named “the best short course on practical innovation”. At several companies, our introductory courses were a starting point to initiate organization-wide implementation of TRIZ, thus turning innovation to systematic and predictable process, which helps with solving current problems and enhancing Strategic Product Planning and Technology Roadmapping to stay ahead of competition.

This short introductory course explains the basic principles of TRIZ and Systematic Innovation, demonstrates several basic techniques and offers working on real-life project brought by the course participants.

GOALS OF THE TRAINING COURSE

- **Understanding Systematic Innovation:** The participants learn background and philosophy of TRIZ and Systematic Innovation which help them to better understand and accept the major shift in the paradigm of innovative problem solving and systematic solution concept generation.
- **Learning the technology of problem solving:** Basic problem analysis and solving techniques are presented and explained in detail by learning from previous case studies.
- **Mastering practical skills:** The participants acquire and master practical skills with the problem solving by working with educational problems as well as real-life problems which are brought by the participants to the course.

TARGET AUDIENCE

R&D professionals, engineers, designers, technology managers, new business development managers. students of technical disciplines, lecturers and consultants.

OUTCOME

- Understanding of the methodology by the participants.
- Ability to use the learned techniques by the participants independently in their everyday activities.
- A number of new directions, recommendations and solution concepts related to solving the participants’ problems generated during the training sessions.

TRAINER

Valeri V. Souchkov, internationally acknowledged innovation expert and trainer certified by G. Altshuller; co-founder and the member of Executive Board of the European TRIZ Association (www.etria.net), as well as the author of this course. He has over 18 years of experience with delivery of Systematic Innovation services worldwide. He was involved to training and consulting of many Fortune 1000 Global companies, including ASML, DSM, DuPont, General Electric, LG Group, Philips, Renault, Siemens, Unilever; as well as major government agencies. In total, he trained more than 2,000 individuals in systematic innovation and innovation process management in 20 countries.
THE COURSE PROGRAM

SI0: Introductory Course

09.30 – 12.00
- Gathering and introduction of the audience
- Introduction to the background and overview of TRIZ and Systematic Innovation
- System thinking instead of random search for solutions.
- Basic concepts of TRIZ: Ideality, Resources and Contradictions.
- TRIZ Tools and Techniques to solve inventive problems
- A roadmap to the process of Systematic Innovation.

12.00 – 13.00 Lunch

13.00 – 18.00 Course part 2
- Root Conflict Analysis technique to analyze problem situations, decompose complex situation, and create structured problem maps.
- Practice with Root Conflict Analysis
- Inventive Principles for generating new ideas
- Practice with Inventive Principles
- Discussions, questions and answers
- Refreshments

FEES
- The course fee per person is Euro 695,- (excluding value-added tax if applicable).
- The course fee must be paid prior to the course.
- Cancellation of the course is possible two weeks before the course. If cancelled later, we retain 20% of the course fee.

THE FEE INCLUDES
- Training course.
- Courseware, including the course slides and reference materials.
- A book “TRIZ: A Right Solution at the Right Time”
- After-course phone/fax/email informational support and assistance during three months.
- Refreshments and lunches.

LANGUAGE
The language of the course is English.

REGISTRATION
To register, please visit www.xtriz.com, Section “Training”. You can register electronically or find a downloadable registration form in PDF format.

LOCATION
Registered participants will be notified at least one month before the course about the exact location of the training course.

CONTACT

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