

INTRODUCTION TO SYSTEMATIC INNOVATIVE BUSINESS & MANAGEMENT PROBLEM SOLVING

ONE-DAY HANDS-ON TRAINING COURSE

Quite often, we face problems which can not be easily solved since we either do not know a solution which can be used or completely lack a problem solving strategy. Such problems usually have one common feature: a conflict of demands. In addition, complex problems have many interrelated conflicts which block our path to a solution. In such cases we need to apply innovative thinking to find a way to resolve the conflicts and avoid costly compromises. To be able to achieve best results, we need to identify exactly where the causing conflicts reside, extract and formulate a right problem, and think "out of the box" to generate new solution strategies.

In the recent past, our abilities to quickly develop new effective ideas as a response to complex problems were considered as a gift, and a process of innovative problem solving was chaotic and non-manageable. Today, the situation is different. A major impact on understanding innovative thinking was produced by TRIZ research, which resulted in a number of practical and systematic methods which has quickly gained reputation as the best practice of innovation at such companies as Samsung, Intel, Procter & Gamble.

A major difference between our and classical approach to innovative problem solving is that we use unique systematic techniques to support and enhance each step of the problem solving and idea generation process. These methods use analytical techniques and generic patterns of strong solutions and provide much higher success of finding a needed solution than classical methods of trials and errors. A key element of our approach is TRIZ, which was originally developed for the use in technology and engineering, but recently, added with new tools and techniques, was successfully extended to business and management areas.

Although our approach is relatively new, it has already gained popularity at a number of Fortune 500 companies and is used to solve problems and generate future business strategies, products and services. Due to their systematic nature, the methods and techniques of Systematic Innovation can be learned and put to practice virtually by every manager and working professional, that adds significant value to the existing intellectual assets of an organization.

This unique hands-on training is conducted in a workshop format by practicing with real-life customer's problems that they are encouraged to bring to the course.

TARGET AUDIENCE

Everyone who is willing to learn and use a new paradigm of problem solving on business and management: business and technology managers, team leaders, management consultants, consultants in quality and innovation, productivity consultants, students of management disciplines, problem solvers.

Key Application Areas:

- *Finding and identifying causes of business, management, and social conflicts*
- *Generating new strategies to resolve conflicts*
- *Business process improvement and business process innovation*
- *Performance and productivity improvement*
- *Improved use of resources*
- *Improvement of business products and services*
- *Inventing new business products and services*

BENEFITS

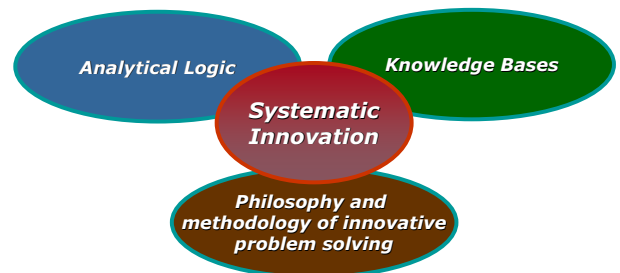
- Ability to analyze problems and business systems in a systematic way and properly identify causes of conflicts and problems.
- Fast generation of new solution concepts and new ideas to solve existing problems in a systematic way.
- Acquiring practical skills of modern methods of systematic innovation, which have proven to be most successful during last ten years.
- Raising personal problem solving and new concept generation power.

CONTENTS

- Explanation of key concepts and a process of innovative conflict and problem solving based on combining systematics and creativity.
- System Thinking and System Levels of problem solving; dealing with conflicts by using the "win-win" strategy.
- Root Conflict Analysis (RCA+): building a map of causes and effects which contribute to an overall problem; identification of root conflicts.
- Innovative Principles and Patterns of conflict elimination and innovative problem solving: learning problem solving methods which help to solve identified problems by conflict resolution in most ideal ways.
- Idealization and optimization of solutions: analysis of resources to solve problems or implement new business solutions in most cost-effective ways.
- Case studies and practice.

COURSE LEADER

Training is performed by Valeri Souchkov, a certified TRIZ expert who has 18 years of delivering innovation training and consulting worldwide, a founder of the European TRIZ Association, and invited lecturer on systematic innovation of the University of Twente, the Netherlands. Currently he heads ICG Training & Consulting, a company centered in The Netherlands targeting at developing and bringing to the market most advanced and practical methods, tools, and solutions which boost, leverage, and manage innovation. Among his clients: ASML, DSM, DuPont, ING, LG Electronics, Philips, POSCO, Shell, Siemens, Unilever. He is the author of this unique course.



FEES

- A fee for the training is Euro 695,- per person (excluding value-added tax if applicable).
- The course fee has to be paid before 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:

- Courseware with the course slides and reference materials.
- After-course phone/fax/email support and assistance for three months.
- Certificates of Completion in affiliation with the European TRIZ Association.
- Refreshments and lunches.

CONTACT

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