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Dear Innovators,

In this newsletter you will find information about agenda of our public courses, the list of our online courses, my new 4-hour introductory TRIZ video, new TRIZ books and some other news and useful links. We also provide you with a link to download a Guide to Root-Conflict Analysis (RCA+).

All links in this newsletter are clickable. If there is a problem with clicking on a link or it brings you the a wrong page, simply copy and paste it to your web browser.

I wish you great 2012 and successful innovations!

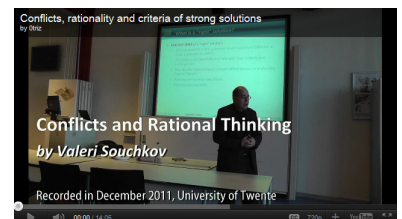
Valeri Souchkov
valeri@xtriz.com



4,5-hour Introduction to TRIZ and Systematic Innovation: Video

This video offers a set of presentations by me recorded in December, 2012 during my lectures and tutorials at the University of Twente. The set provides introductory presentations which explain the essence and key concepts of TRIZ and Systematic Innovation as well as provide tutorials on several basic TRIZ techniques. This presentation is for those who would like to watch and listen to "alive" and unbiased introduction to contemporary TRIZ and Systematic Innovation and to get familiar with its main paradigms. This video can be a nice introduction to TRIZ for any TRIZ newcomer.

The video set is recorded in high definition video format and includes additional PDF files with the slides used in the lectures and descriptions of the TRIZ techniques explained during the lectures. All the presentations and materials are in English.



Price is EUR 75,- (excl. shipment and incl. VAT). More information and ordering: http://www.xtriz.com/introductory_video_course_TRIZ.htm

You can watch a 15-min. fragment from my lecture on criteria of strong solutions by visiting the link: http://www.xtriz.com/intro_course_video_fragment.htm

PUBLIC TRIZ & SYSTEMATIC INNOVATION TRAINING FROM ICG T&C

In Winter-Spring 2012, ICG T&C organizes the following public courses (all courses are conducted in English, international audience is welcome):

TRIZ IN TECHNOLOGY AND ENGINEERING:

3-day Basic TRIZ and Systematic Innovation in Technology and Engineering

(for starters or familiar with the TRIZ basics): Training and certification

This course provides understanding of how the basic principles of TRIZ and Systematic Innovation can be used in technology and engineering, and explains TRIZ techniques which can be put to everyday practice to solve problems and generate new ideas.

<http://www.xtriz.com/Training/technology.htm>

February 8-10, 2012

Utrecht, The Netherlands

5-day Advanced TRIZ and Systematic Innovation in Technology and Engineering

(for those who are familiar with TRIZ basics): Training and Certification

Intensive 5-day learning and practice with Trends of Technology Evolution, Function Analysis, 76 Inventive Standards, RCA+, ARIZ. If you do not familiar with TRIZ basics, we can help you to gain the needed knowledge before the course.

<http://www.xtriz.com/Training/technologyAdvanced.htm>

April 16-20, 2012

Utrecht, The Netherlands

Two-Week "TRIZ Fundamentals" in Technology and Engineering

(for starters or familiar with the TRIZ basics): Training and certification

Intensive two-week "full immersion" course is conducted at the University of Twente in Enschede. Although the course primarily invites M.Sc and B.Sc students, professional audience is also welcome.

<http://www.xtriz.com/summercoursevideo.htm>

July 9-20, 2012

Enschede, The Netherlands

TRIZ BEYOND TECHNOLOGY AND ENGINEERING:

2-day Power Thinking with TRIZ.

The course provides understanding of fundamental principles of systematic creative thinking and explains the TRIZ paradigm of problem solving and creative ideas generation in everyday life. It also explains how to put these principles to practice. The course is well suited for learning how to solve non-ordinary problems which require "out of the box" solutions as well as how to produce new ideas that resolve conflicts in a win-win way.

<http://www.xtriz.com/Training/PowerThinking.htm>

January 18-19, 2012

Utrecht, The Netherlands

3-day TRIZ and Systematic Innovation for Business and Management (for starters or familiar with the TRIZ basics): Training and certification

This course focuses on understanding how the basic principles of TRIZ and Systematic Innovation can be used in business and management, and explains techniques which can be put to everyday practice to generate new ideas for business products, services and resolve management conflicts.

<http://www.xtriz.com/Training/businessExtended.htm>

May 14-16, 2012

Utrecht, The Netherlands

One-Day Systematic Creative Imagination Development

During this workshop a number of techniques for systematic development of creative imagination are explained and practiced.

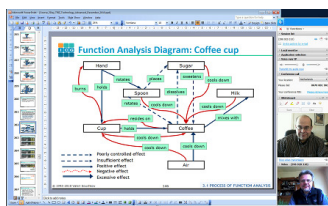
<http://www.xtriz.com/Training/cid.htm>

June 6, 2012

Utrecht, The Netherlands

More details about each course and registration can be found at <http://www.xtriz.com/Training/>. For further details, please contact us at training@xtriz.com.

ONLINE TRIZ AND SYSTEMATIC INNOVATION TRAINING



Since 2010, we have been successfully running online training. This training involves both pre-recorded video lectures by V. Souchkov and follow-up online face-to-face communication to answer questions, have discussions and evaluate assignments. During online training the participants can work on their own problems and challenges.

Upon completing the online training successfully, the participants are awarded with ICG T&C training certificates.

We offer both "packaged" courses as well as courses on specific TRIZ and xTRIZ tools. Also, custom-tailored courses are possible.

The following courses are currently available:

Course Title	Application area	Estimated Training Time (hours)
Packaged Courses:		
Power Thinking with TRIZ	Universal	16
Basic TRIZ in Technology and Engineering (Practitioner, Basic Level)	Technology	24
Basic TRIZ in Technology and Engineering (Practitioner, Advanced Level)	Technology	40
TRIZ in Business and Management (Practitioner)	Business	24
Systematic Creative Imagination Development (Practitioner)	Universal	16
Courses on Specific Tools:		
Introduction to systematic creativity, history of TRIZ	Universal	4
Ideality, Ideal Final Result, and Resources	Universal	4
Laws, Trends and Lines of Technology Evolution	Technology	16
Laws, Trends and Lines of Business Evolution	Business	16
Root Conflict Analysis, RCA+	Universal	8
Inventive Principles and Contradiction Matrix	Technology, Business	8
Function Analysis, Catalogues of Effects, Trimming	Technology, Business	8
Substance-Field Modelling, Inventive Standards, Catalogues to Effects	Technology	8
Value-Conflict Mapping, VCM	Technology, Business	8
Algorithm of Solving Inventive Problems, ARIZ	Technology	16-24
Customized training		

If you are interested, please contact us for further details at training@xtriz.com.

NEWS FROM ICG T&C (xTRIZ)



The 1000th Training Certificate



I am very happy to announce that in December 2011, we signed the 1000th training certificate in TRIZ and Systematic Innovation. The current system of certification started in the second half of 2009, which means we reached a considerable progress in disseminating and training TRIZ around the world during last two years. The training is conducted under accreditation of ICG T&C and by following ICG T&C training programs for technical and non-technical TRIZ

and xTRIZ applications. I am really thankful to all our accredited trainers who have been contributing to our joint success.

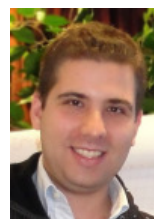
ICG T&C accredited trainers:



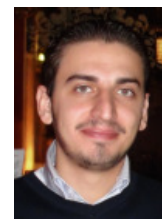
Saeed Asiri
(Saudi Arabia)



Orlando Castillo
(Chile)



Juan Pablo
Esklidsen
(Panama)



Hussein Al
Natsheh
(Jordan)



Osama Al
Shakhs
(Saudi Arabia)



Ata Al Shatel
(Jordan)



Ago Tækker
(Eastland)



Hongyul
Yoon (South
Korea)



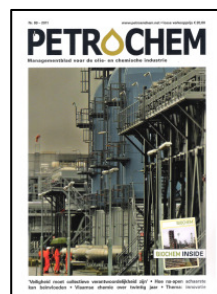
Saleh Al
Zahrani
(Saudi Arabia)



Arturo Niño de
Zepeda (Chile)



An article on TRIZ and Systematic Creativity in Petrochem



The Dutch magazine "Petrochem" (October, 2011) published an article "Systematische Creativiteit" dedicated to TRIZ and systematic creativity, which is based on conversations with a number of people including Valeri Souchkov (ICG T&C). The article is only available in Dutch.

Full text of the article is available at:

http://www.xtriz.com/publications/Petrochem_092011_TRIZ.pdf

NEW PUBLICATIONS FROM ICG T&C



Guide to Root-Conflict Analysis (RCA+) for Technology and Engineering



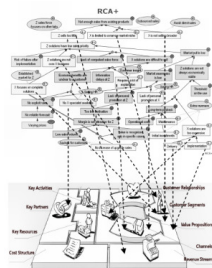
By Valeri Souchkov, Karel Bolckmans

Root Conflict Analysis (RCA+) was introduced in 2003 and was designed as a tool to help managing complexity of problems by identifying a tree of contradictions which compose a problem and establishing relationships between these contradictions.

RCA+ is a domain-independent universal technique which can be performed within the scope of a number of tasks. Unlike traditional methods of cause-effect analysis, RCA+ helps with revealing and structuring number of related contradictions rather focusing on single causes and define links between them. To solve complex problems we should understand what contradictions create these problems. RCA+ can be used both together with TRIZ and independently in every area where conflicts and problems take place. Over 300 projects were performed with RCA+.

The Guide is available at:

http://www.xtriz.com/publications/RCA_Plus_July2011.pdf



TRIZ and Systematic Business Model Innovation

by Valeri Souchkov

The paper presents an approach to Business Model Innovation based on a combination of key TRIZ principles and tools and a new approach to business modelling which introduces building blocks to describe and represent business models. The paper presents an overview of a current situation in the domain of business modelling and discusses key assumptions why TRIZ can be used in the area of business systems. Application of key TRIZ tools and concepts such as Ideality, Contradictions, Resources and Trends of Business Systems Evolution within the context of business models is shown.

This paper was presented at the Global ETRIA Conference "TRIZ Future 2010" in Bergamo, Italy, November 3-5, 2010.

Full article is available at:

http://www.xtriz.com/publications/Souchkov_TFC2010_TRIZandBusinessModels.pdf



"TRIZ Fundamentals" Course at the University of Twente in 2011

In July of 2011, the course "TRIZ Fundamentals" at the University of Twente was conducted the third time. The course is for B.Sc and M.Sc students of engineering and technical disciplines, as well as industry professionals and has a non-typical format: it is a "full immersion" two-week summer course (80 hours) with a follow-up industrial extension (additional 52 hours). While I deliver major part of lecturing, Dr. Tom Vaneker and Dr. Wessel Wits of the University of Twente assist me during the course. Completion of the course provides 5 European Credits for students in total.

The program is based on both classical TRIZ and newer xTRIZ tools, and includes general foundations of modern innovation, TRIZ basics, Ideality, Multi-Screen Thinking, Resources, Models and Trends of Technology Evolution, RCA+, Function Analysis and Idealization, Inventive Principles and Inventive Standards, Value-Conflict Mapping, ARIZ, Creative Imagination techniques and development of innovative thinking skills, evaluation techniques, aspects of TRIZ use and implementation. The course proposes intensive practical work with the tools learned.

This time we had 36 participants at the course.

The next summer course is scheduled for July 9-20, 2012. If you are interested, please register in advance since the number of participants is limited.



TRIZ Cafe

Our next informal "TRIZ Cafe" gathering is scheduled for February 24, 2012 in one of the cities of Belgium or the Netherlands. The exact location has not been decided yet, but please e-mail me to stay updated.



More specific information will be available at <http://www.xtriz.com/trizcafe.htm>

Some moments from our TRIZ Cafe gatherings:



TRIZ-RELATED CONFERENCES IN 2012



The 3rd International Conference on Systematic Innovation (ICSI) and Global TRIZCON 2012 in Korea

July 10-12, 2012, Shanghai Jiao Tong University (SJTU), Seoul, South Korea

General information and CFP: <http://www.systematic-innovation.org/icsi/icsi2012/>



The 8th TRIZ Symposium in Japan

September 6-8, 2012, Tokyo, Japan

General information:

<http://www.osaka-gu.ac.jp/php/nakagawa/TRIZ/eTRIZ/eTRIZnews.htm> (to appear)



ETRIA Global Conference TRIZ Future 2012 in Portugal

October 24-26, 2012, Lisbon, Portugal.
(the dates are currently tentative)

General information: www.etria.net (to appear)

MORE TO READ: TRIZ



Report on TRIZ Symposium 2011 in Japan

By Toru Nakagawa

Find a comprehensive coverage of TRIZ Symposium in Japan at Toru Nakagawa's website:

<http://www.osaka-gu.ac.jp/php/nakagawa/TRIZ/eTRIZ/eforum/e2011Forum/eTRIZSymp2011Rep/eTRIZSymp2011TNRep.html>



Report on ETRIA TRIZ Future 2011 Conference

By Ellen Domb

<http://trizrealworld.blogspot.com/>

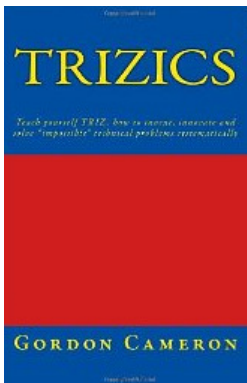
TRIZ-related Groups on LinkedIn

LinkedIn quickly gains a reputation of a leading global business network. There is a number of groups which discuss TRIZ. Search at www.linkedin.com for the following groups if you wish to join:



[Dutch TRIZ community](#)
[Innovative TRIZ Innovation Tool Expert Network](#)
[The Continual Improvement Lab](#)
[Sustainable Innovation](#)
[TRIZ](#)
[TRIZ and Innovation](#)
[TRIZ Based Software](#)
[TRIZ Developers](#)
[TRIZ Developers Summit](#)
[TRIZ Innovators](#)
[TRIZ Practitioner's Exchange](#)

NEW TRIZ BOOKS



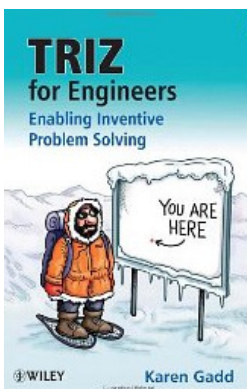
Trizics: Teach yourself TRIZ, how to invent, innovate and solve "impossible" technical problems systematically

by Gordon Cameron

396 pages, CreateSpace 2010, ISBN-13: 978-1456319892

Quite informative and well-structured book with TRIZ roadmaps created by the author, which can be used as a reference book or a textbook on TRIZ

<http://www.amazon.com/dp/1456319892/>



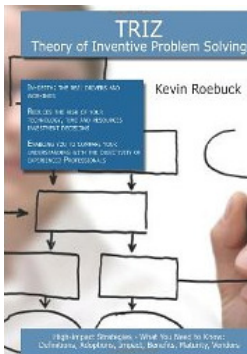
TRIZ for Engineers: Enabling Inventive Problem Solving

by Karen Gadd

504 pages, Wiley, 2011, ISBN-13: 978-0470741887

Extensive and informative book filled with many examples and nice illustrations.

<http://www.amazon.com/TRIZ-Engineers-Enabling-Inventive-Problem/dp/0470741880>



Triz - Theory of Inventive Problem Solving: High-impact Strategies - What You Need to Know: Definitions, Adoptions, Impact, Benefits, Maturity, Vendors

By Kevin Roebuck

268 pages, Tebbo, 2011, ISBN-13: 978-1743044933

One more TRIZ books explaining main TRIZ principles and providing extra information.

<http://www.amazon.com/Triz-Inventive-High-impact-Strategies-Definitions/dp/1743044933>

- [Newsletter Archive](#)
- [Top 12 TRIZ Questions for beginners: Part 1](#)
- [Top 12 TRIZ Questions for beginners: Part 2](#)
- Other publications from ICG T&C: <http://www.xtriz.com/publications.htm>

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