Improving

Innovation and Creativity using, TRIZ

1-day Champion Workshop

Inventions do grow on TRIZ!

TRIZ is the most important development in the field of innovation and invention. TRIZ is the Russian acronym for the Theory of Inventive Problem Solving, which is based on an extensive study of the world patent database made by a Russian inventor, Genrich Altshuller, and his team. Altshuller recognised that the development of any technical system is not random, but follows predictable lines of evolution. By understanding and following these lines consciously we can all become better at inventing. Today these techniques are being used to accelerate the innovation process in World-Class companies such as Proctor & Gamble, Intel, Siemens and GE.

What you will learn:

- How TRIZ can help you to:
  - Deliver market growth through strategic patents
  - Cost Reduce without compromise
  - Increase Product Value
  - Increase Process Yield
  - Reduce time to market
  - Predict Technologies for future investment
  - Increase your creativity in your organisation
  - Effectively implement new Manufacturing Processes
- How to implement a TRIZ training and certification programme
- How to maintain the gains
- Understand how TRIZ complements other programmes e.g. Six Sigma

Who should attend:

This course is aimed at senior managers with innovation responsibility who wants to understand what TRIZ can do for their organisation and how to lead a successful implementation programme.

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The Theory of
Inventive Problem Solving, TRIZ
Champion Training

Improving Innovation and Creativity using TRIZ

1-day Champion Workshop
Cambridge University, England
4 December 2008

The cost of the 1-day course is £295+VAT to include:

- 1-day training programme
- Lunch and all refreshments
- Comprehensive course materials
- Site visit to discuss company implementation

Discounts are available for multiple bookings from the same company. Please call or email us now to check availability or to discuss if this is the right course for you.

Your Instructors:

John Cooke, CoCatalyst

John, the founder of CoCatalyst, is a seasoned innovation expert with over 20 years experience working for Mars Inc. During this time John was responsible for innovations which took the FLAVIA brand from a loss making position with negative growth and a poor reputation for quality to a point where FLAVIA is now one of the fastest growing Mars brands. John has expertise in a number of key innovation practices and a strong track record of innovation success in an FMCG environment with a portfolio of over 50 international patents. John was first introduced to TRIZ in 1996 and has been trained and mentored by TRIZ Master, Victor Fey. John specialises in helping companies hit the "Innovation Sweetspot".

Simon Barnard, SCB Associates

Simon has twenty years experience teaching and consulting in Quality Improvement. An Electronics engineer by training, he spent his early career working on automotive and aerospace control systems for Lucas Research. In 1987 he was trained by Shin Taguchi (of ASI) in Taguchi Methods and was subsequently involved in its implementation within Lucas. He took the opportunity to bring Taguchi Methods to a wider audience by joining ASI in 1989 and quickly expanded his training portfolio into QFD and other Continuous Improvement areas. He was first introduced to TRIZ in 1996 and quickly recognised it as the "missing link" between QFD and Robust Design. Initially trained by Victor Fey, Simon has focussed on teaching TRIZ as an integral part of Six Sigma and DFSS.

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Why you should attend:

"I know of no other approach to inventing that offers such a rich arsenal of both practical and imaginative thinking tools. In a word, TRIZ is a treasure." **George M. Prince, founder of Synectics**.

"*TRIZ is a key systematic innovation platform for Intel into the 21st century. TRIZ offers both tactical and strategic capability, to tackle Intel's problems of today and the future"* **Amir Roggel, Innovation Leader, Intel, TRIZCON 2008**

TRIZ-inspired designs played a key part in selling Boeing's new 767 air-to-air refueling jet to the governments of Italy and Japan: *"it was a first step out of the "psychological inertia" that hampers creativity"* and *"put us ahead in our race to reconfigure the 767 into a combined tanker and transport for military use."* **John Higgs, Chief Project Engineer, Boeing**

"Innovation as a discipline – some may think that is an oxymoron. But you can use a process to achieve innovation. The use of TRIZ in our manufacturing environment is tracking millions of dollars saved."
Esther Baldwin, Proliferation Manager, Intel Research

The World According to TRIZ
"Blue-chip American companies are embracing a 60-year-old innovation theory pioneered by a Russian inventor… The list of American companies that have applied Altshuller's recipe for innovation includes Boeing , Hewlett Packard , IBM, Motorola, Raytheon, and Xerox among others."
Business Week, May 2006

TRIZ helps to overcome psychological inertia which is as much alive today as it was when these infamous quotes were made:

"Everything that can be invented, has been invented" **Charles H Duell, Director US Patent Office, 1899**

"Heavier than air flying machines are impossible" **Lord Kelvin, President Royal Society, 1885**

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How to make your organisation more **Creative** and **Innovative** in Technical Problem Solving

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