1-Day Course On

Innovating Business Strategy: using **TRIZ principles in business**

30 April 2010

Venue:

Conference Hall
Jalvihar Guest House

IIT Bombay
Mumbai

Theme:

Innovation is rapidly becoming the key business success factor of the 21st Century, and 'TRIZ' is becoming increasingly recognised as the most effective means of helping companies to achieve it. When people face problems with no known solution, they often suffer from what is called "psychological inertia", where the solutions being considered are within their own experience and do not look at alternative technologies to develop new concepts. If the ideal solution lies outside the innovator's field of expertise, then it may remain untried and may even be invisible. TRIZ overcomes this psychological inertia by its premise that the evolution of technological systems (products, processes and technologies) is not random but governed by certain "laws". Knowledge of these "laws" allows the anticipation of the most likely next steps that the evolution of a technological system will take.

'Classical TRIZ' was born in 1946. It was the work of Soviet mechanical engineers studying patents. The basic research – i.e. acquisition of new data – ended in the mid 1980s. The Systematic Innovation network commenced a large-scale programme of research to update the TRIZ knowledge base, starting in the year 1998 and to date examining over a million additional innovation solutions.

Out of this research, it has also been observed that in many industries, the innovation opportunities are more and more about the business models built around the new technologies available today. Again, the strategies necessary to solve a 'business' problem are considerably different from those required for a mechanical system. The two are also seen to be intimately connected; solve a technical problem without considering the business implications and we are likely to simply move the problem from one place to another. With this in mind, the network of researchers has also been conducting large-scale research and building a specific toolkit to help managers and business leaders to participate sensibly in the innovation activities inside organisations.

We live in a busy world. When the Russians first started teaching TRIZ, they would typically require students to devote several months of their life. This is certainly consistent with the amount of content in TRIZ, but it is now absolutely inconsistent with the time pressures of modern business. In parallel with this, the world of technology has become more and more complex. So we are faced with an enormous and growing contradiction: we face challenges that are more and more complex; but have less and less time to tackle them. It is this contradiction that lies at the heart of the Systematic Innovation Network of researchers.

We like to think we are unique in our ability to solve this capability versus complexity conflict. We are absolutely unique in that we have done the tough data acquisition and distillation task crucial both to making the method relevant to complex modern technical, business and software problems and achieving a sufficiently

low learning curve that users can begin to obtain tangible benefit within a very short period of time.

Innovation can be systematic, but it is still not easy. We do not pretend to be able to offer 'silver bullet' solutions. What we do promise are paradigm shifting tools and strategies – bringing together not just TRIZ but a catalogue of other tools and techniques – that seamlessly allow open-minded and persistent users to deliver breakthrough solutions reliably and predictably to their organisations.

Faculty & Course Coordinator

The course will be conducted by **Dr. Darrell Mann** and **Dr. Prakash R. Apte**

Darrell L Mann
Darrell is an engineer by background, having spent 15 years working at Rolls-Royce in various R&D related positions, ultimately becoming Chief Engineer responsible for the company's long term future military engine strategy. He left the company in 1996 to first help set up a high technology company before entering a programme of systematic innovation research at the University of Bath. He first started using Systematic Innovation in 1992, and by the time he left Rolls-Royce had generated over a dozen patents and patent applications. In 1998 he started teaching systematic innovation methods to both technical and business audiences, and to date has given workshops to over 3000 delegates across a broad spectrum of industries and disciplines. He continues actively use and develop the Systematic Innovation methodology, with the help of 30 full-time research staff. With over 600 systematic innovation-related papers and articles to his name, plus the best-selling 'Hands-On Systematic Innovation' books, Darrell is now one of the most widely published authors on the innovation subject in the world. He is a director of Systematic Innovation Ltd, a UK based innovation company with offices and affiliates in India, Malaysia, Korea, China, Japan, Denmark, Turkey, Australia, US and Austria.

For the last 10 years he has helped many of the world's top companies to create stronger IP, participating in the creation of over 400 inventions. He also consults regularly in the IP strategy domain helping companies to secure their medium and long term future. Featured in Who's Who in the World, Darrell is now recognised as one of the world's most prolific inventors.

His consulting clients include Infosys, Intel, Hewlett Packard, Procter & Gamble, General Motors, Hilti, Arçelik, Mahindra & Mahindra, ACC, Eli Lilly, Telekom Malaysia, Hong Kong government and, through EU-supported research and dissemination programmes, a wide roster of SME and university organisations. His work involves a spectrum of applications from strategy development to IP creation to problem solving in both technical and non-technical areas.

Averaging around 25 days per month on the road, Darrell has an average velocity of 50km/h and an average altitude of around 30metres

Web : http://www.systematic-innovation.com

Prakash R. Apte is professor in EE department at Indian Institute of Technology Bombay. In the last 10 years he has conducted over 30 CEP 'open' and 'in-house' training courses on TRIZ.

Course Fees

The course fee for the 1-day course is Rs. 6,000. For more than 2 participants from same division of an organization, a concessional fee of Rs. 5,000 will be levied for the 3rd participant onwards (maximum of 10 participants). The course fee is inclusive of tea (morning and afternoon) and lunch.

Facilities

Accommodation is available on first-come-first-serve basis for a limited number of participants on advance intimation and confirmation.

Registration

Please fill the attached registration form and mail it along with the fees in the form of a demand draft payable to "Registrar, IIT Bombay (CEP A/C)", to the course coordinator at the address given below:

(It may be noted that no income tax is to be deducted at source from the course fee payments as IIT Bombay is exempted from the same.)

Registration ends on Friday 16-Apr-2010

Prof. Prakash R Apte

EE Dept, IIT Bombay,

Powai, Mumbai 400 076, India

Fax : 022-2572-3707 (EE office)

Cell : 98204-26774
Home : 022-2572-0426

Email : apte@ee.iitb.ac.in
Web : http://www.ee.iitb.ac.in/~apte

REGISTRATION FORM

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NAME (PRINT) :

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DESIGNATION :

_____

ORGANIZATION:

_____

MAILING ADDRESS :

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TELEPHONE :_____ FAX: _____

EMAIL : _____

QUALIFICATIONS :_____EXPERIENCE :_____ Yrs.

IIT Guest House accommodation required?* Yes / No SEX : M / F

PAYMENT:. No.: Rs.

[Demand draft should be drawn in favour of "The Registrar, IIT Bombay (CEP A/c)"].

Date: Signature of Applicant

***Guest House bill to be paid directly by participant.**

(XEROX ADDITIONAL COPIES OF THIS FORM, IF NEEDED).

Completed form along with the demand draft to be sent to:

***Prof. Prakash R. Apte**, Course coordinator,*
Electrical Engineering Department,
Indian Institute of Technology, Bombay,
Powai, Mumbai 400 076

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