TRIZ: An Introduction

Post-Conference One Day Workshop, 15 September 2016
Presenter: Professor Darrell Mann

Reasons to Attend

The course will provide participants with a hands-on introduction to TRIZ, beginning at the beginning and demonstrating how the TRIZ toolkit offers users effective means of defining better problems, generating breakthrough solutions, and, perhaps most importantly, helping to allow breakthrough ideas to survive the journey to successful execution. A founding tenet of TRIZ is that ‘someone, somewhere already solved your problem’. Through a series of real-life case study examples, and live exercises, the course will demonstrate how this idea works in pragmatic practice, allowing participants to make bridges between their domain and the other domains that have already found trade-off-breaking solutions.

In the final section of the course, we will draw all the elements of TRIZ together to demonstrate the unique ability of the method to plot the future evolution of technological and business solutions. In so doing, we will explain how big TRIZ users like Samsung are generating hundreds of patents per week, and allow participants to do some live creation of patentable technical, process and business solutions.

Overview of Course

The Theory Of Inventive Problem-Solving, TRIZ, is the outcome of the world’s biggest study of creativity and innovation, and yet still most people haven’t heard of it. In this session, we examine how and why TRIZ needs to form a part of any innovation programme. Right now – based on close to 6 million data-points – close to 98% of all innovation attempts are ending in failure. The main causes of those failures are: solving the wrong problem, generating the wrong solution, and failing to execute and integrate the solution into the ongoing operations. TRIZ plays a role in resolving all three of these issues and, as is being found in the organisations that are deploying it into their way of doing business, for the first time makes innovation into a reliable, repeatable, systematic activity.
Workshop content

Using TRIZ to define better problems – Ideality & Contradiction Finding
Using TRIZ to generate better solutions – Contradiction Solving & Trends Of Evolution
Using TRIZ to break business and process conundrums
Getting Started With TRIZ: A Pragmatic Roadmap For The Wary & Powerless

Presenter: Professor Darrell Mann

Professor Darrell Mann is CEO of Systematic Innovation Ltd, a UK based innovation company with offices and affiliates in India, Malaysia, Korea, China, Japan, Denmark, Turkey, Russia, Australia, US and Austria. In 1998 he started teaching systematic innovation methods to both technical and business audiences and to date has given workshops to over 5000 delegates across a broad spectrum of industries and disciplines and is now one of the most widely published authors on the innovation subject in the world.

See Darrel's full biography on our website:
TRIZ Workshop – Prof Darrell Mann

Date
12 September, 2016

Course Location
Room CRB2/3
University of Buckingham
Chandos Road Building
Station Road
Buckingham
Buckinghamshire
MK18 1AL

Duration
8.30am - 9.00am - Registration/Coffee
9.00am - 2.30pm - Course duration

Costs/Fee
Delegate Rate £290.00 (no vat). Lunch included.

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