

**NEW – Course now includes  
updated contradiction  
matrix based on recent  
patent research**

How to become more  
**Creative**  
and  
**Innovative**  
in  
Technical  
Problem Solving

**TRIZ Yellow Belt  
Training  
3-Day Workshop**

## Improving

# Innovation and Creativity using, TRIZ

## 3-day Yellow Belt Workshop

*“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 Syntectics.*

### **How much time do you spend in solving and re-solving problems?**

**Typical mistakes** in trying to solve difficult technical problems – do you recognise them?

1. **Trial and Error** – Many people attempt to solve problems using a trial and error approach, changing ‘one thing at a time’ (or, if they are in a bit of a panic, changing ‘everything they can think of at a time!’), hoping that they will stumble upon the solution.
2. **Eureka effect** – The best ideas often come to us in a flash, usually while in the bath. So take more baths to increase innovation.
3. **Mr Patent** - Some people are very good at inventing, the “Mr Patent” of the company, and it is often assumed that others just haven’t got what it takes to be innovative. Wouldn’t it be interesting to see what makes Mr Patent so innovative?
4. **Brainstorm until brains are stormed** – If you brainstorm long enough somebody will come up with the solution. But what if the solution lies outside the knowledge of the group brainstorming?
5. **Compromise or trade off** – Rather than solve the problem, a trade off or compromise solution is accepted. However it is a fact that the most innovative solutions solve the contradiction rather than compromise.

### **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 like Proctor & Gamble, Intel, Siemens and GE.

Did you know that a search of many hundreds of thousands of patents revealed that in total, 40 basic inventive principles were used? Knowledge of these principles and, more importantly, how to apply them, will make you more innovative in problem solving.

**This workshop will help you to:**

- Generate innovative solutions to difficult technical problems.
- Identify ways to improve your existing products and processes.
- Invent completely new concepts.
- Quickly identify future trends of systems.

**You will learn:**

- How to correctly define problems in terms of contradictions, rather than seeking compromise solutions
- 40 inventive principles for problem solving and invention
- Use recent patent research to guide selection of which inventive principle to apply
- How technical systems evolve over time following a predictable path
- How to use “trimming” to reduce cost without compromising function
- To recognise free “resources” in the “zone of conflict”
- An introduction to Green Belt topics such as Standard Solutions and the algorithm for inventive problem solving (ARIZ)

**Early payback from your investment**

This workshop will not just give you awareness but will enable you to apply some of the basic TRIZ tools to your own areas of technical speciality. With support from our free helpline or from your on-site Green or Black Belt TRIZ practitioners, your first projects should quickly payback your investment in the training (sometimes many times over!).

**Yellow Belt Certification**

Following the training you can apply for our Yellow Belt certification through completion of an assessment demonstrating your understanding of the basic TRIZ principles and how they apply to your company’s technical speciality. This will enable you to attend Green and eventually Black Belt certification.

## Improving Innovation and Creativity using TRIZ

3-day Yellow Belt Workshop  
Please contact us for next dates

The cost of the 3-day course is £795+VAT to include:

- 3-day training programme
- Lunch and all refreshments
- Comprehensive course materials
- Yellow Belt certification (on completion of assessment)
- On-going access to helpline

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.

**This course is supported by our free telephone/email helpline.**



**The course is also available as an in-house course.**