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insight #1:

TRIZ is

- ◆ The largest ever study of creativity and solution evolution.
- ◆ A revolutionary set of tools and methods originally generated by analysing 2 million of the worlds most successful patents.
- ◆ Used by many large companies, who keep its use secret for competitive advantage e.g., Ford, Phillips & Samsung.

insight #2:

TRIZ

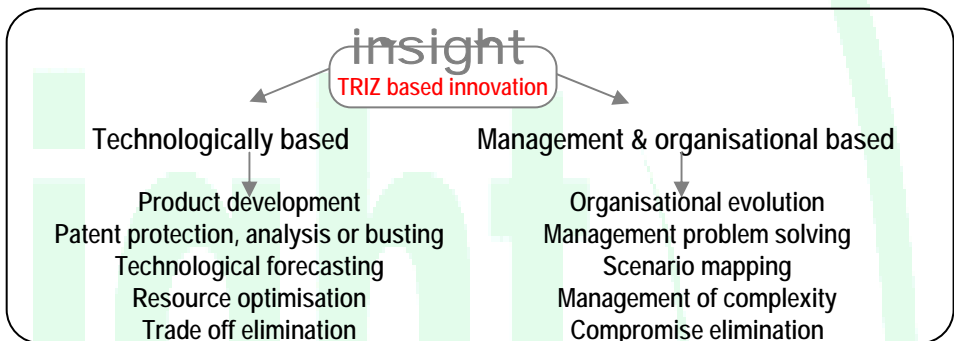
- ◆ Doubled the rate of invention at Rolls-Royce in 2 years
- ◆ Saved £5M for United Utilities on their first problem
- ◆ Reduced production cost for Samsung by \$92M
- ◆ Solved a 20 year old glass manufacture problem for Pilkington Glass

TRIZ & Systematic Innovation

How innovative is your organisation?

How systematic are your staff in resolving challenges? Most organisations have either too many ideas or are stumped as to where to go next. TRIZ innovation methods help you and your staff to see options and see how others have successfully solved similar problems before. This helps get your thinking 'out of the box' and into new, well tested domains (though the ideas may have only been used, in or by other industries).

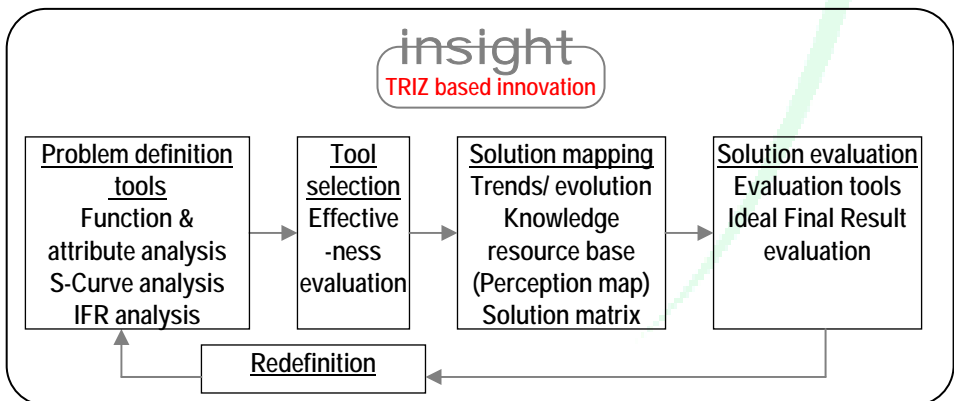
This is why the Insight Centre is equipped with systematic technology and management tools to help you to conduct rapid technology or organisational problem solving. These include:



Could your organisation reap the benefits of TRIZ based systematic innovation?

How many compromises or trade-offs are you nurturing? Do you realise that you can have win-win solutions? Is your organisation equipped with the latest knowledge and thinking (mind set) on how to systematically eliminate disruptive challenges?

Systematic innovation has many tools that can complement your existing procedures and processes. It also offers new insights to bring fresh thinking, for example the contradiction matrix, which offers over 40 general principle solutions to 1482 challenge combinations. The validated tools include:



The pursuit of systematic innovation is not a "bet-the-company" activity - you can increase your chances of finding and delivering win-win breakthroughs by working smartly and working with the Insight Centre.