

WELCOME



You are about to start a lifelong journey. If you let it, the training you receive this week can transform the way you think, improving your life at work and home. You will personally benefit from your new knowledge of structured innovation techniques. Moreover, when you apply this knowledge, you will benefit the wider world in many ways.

Over the next few days, you will progress from your comfort zone to new territories of creativity and lay out a course that will enable you to scale heights of innovation. And what's more, you'll begin to be able to guide others up the mountain.

YOUR GOAL:

It's not about liking the training or having a good week; it's about using what you learn to produce **superior, tangible results on the job.**

HOW IS IT POSSIBLE . . . ?

Can creativity be systematic and structured? Yes. Over the next several days, you will be exposed to applications of TRIZ that cover the entire range of business problems you will encounter, even those that are believed to be unsolvable. With a good map, you can find any spot on the planet. With a good methodology, you can structure creativity.

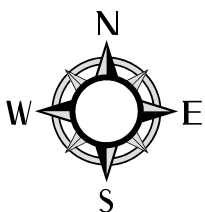
You will learn:

1. The foundational elements of TRIZ (without this education you will fail at more advanced levels of TRIZ).
2. How powerful these basic elements are for changing the way you think in order to generate implementable solutions, thus increasing your value to your organization.

But . . . you will not learn everything that it is possible to learn about TRIZ.

You will understand:

- That you *can* become more innovative.
- How much work actually went into your most recent creative “flash.”



BE PREPARED TO:

- ✓ Experience the reality of systematic, structured Innovation
- ✓ Embrace a new way of *thinking*
- ✓ Use new methods, tools, and techniques to

ACHIEVE SUPERIOR, TANGIBLE RESULTS

DEFINING YOUR SUCCESS



How do you define successful problem solving? How and when does it occur?

What do you want others to say about the way you approach and attack problems?

WORKSHOP MISSION AND POLICIES

Everyone in this room has the **ABILITY** to develop the skills and knowledge necessary to become highly successful innovators. We will work together to develop and sharpen your new skills into the “slight edge” that will set you apart from other problem solvers.

This slight edge will be the advantage you need to produce **superior, tangible results**, reliably and repeatably.

Important Policies:

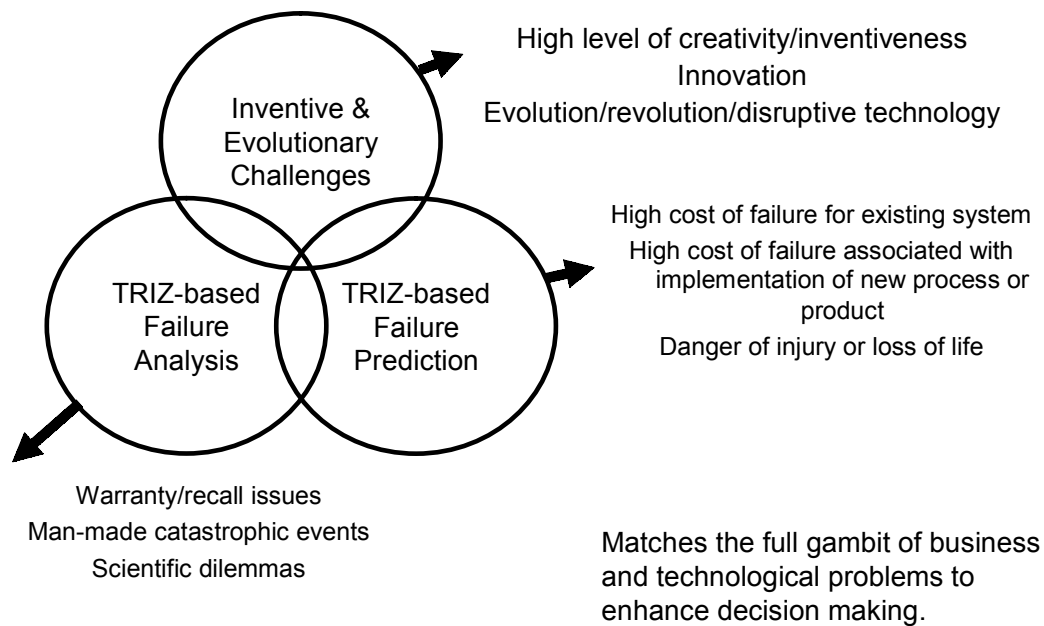
1. We will not ask you to reveal any confidential or proprietary information.
2. You will develop new skills **step-by-step**.
3. Together, we will establish ground rules for the workshop. In most exercises, you will be given specific instructions for producing successful results. In others, you will be given no instructions so you can uncover the secrets of success yourself.

Attention:

Plan to make visible mistakes over the next few days. In fact, it is very important that you and the other participants make mistakes. They provide opportunities for high-impact learning and creation of long-term memory. The **workshop is a safe place** to explore your new knowledge, to test your new skills, and to learn from mistakes.

A HIGH-LEVEL VIEW OF TRIZ : The Innovation Methods We Will Cover

Three spheres of TRIZ



ULTIMATE GOAL

You will USE TRIZ methods on the job to produce
superior, tangible results.