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Tutorial:
High Impact TRIZ & Systematic Innovation For Beginners

Speaker Name,

Professor Darrell Mann,

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Speaker Biography:

Darrell is an engineer by background, having spent 15 years working at Rolls-Royce in various R&D related positions, including a leading role in the Company's transition from selling jet-engines, to selling 'power-by-the-hour', and 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 spin-out from Imperial College, London, 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 12,000 delegates across a broad spectrum of industries and disciplines. He continues actively use and develop the Systematic Innovation methodology. With over 800 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 CEO of Systematic Innovation Ltd, a UK based innovation company with offices and affiliates in India, Malaysia, China, Denmark, Turkey, Australia, US and Austria. Featured in Who's Who in the World, Darrell is now recognised as one of the world's most prolific inventors. He is a Professor at the University of Buckingham in the UK, and Taylor's University in Malaysia.

Abstract/Outline

The prevailing view in the traditional Soviet TRIZ world is that learning the tools, methods and philosophy of TRIZ is the work of a lifetime. 'TRIZ Experts' have typically been viewed as people who had accumulated over 25 years of experience. It is important that the world possesses such experts, but it is also true that it is highly possible to be using TRIZ to good effect in much shorter periods of time, in some cases – if things are done well – in a matter of hours. This tutorial is targeted specifically at people with relatively little prior knowledge of TRIZ that have a desire to define and solve problems more effectively. The hands-on session will take an outside-in look at TRIZ and its 21st Century successor, Systematic Innovation, with a view to teaching people the core elements that will allow them to be productively using some of the key thinking processes contained within the overall method. What we know now that the original TRIZ researchers could not have known is what makes up the 'DNA' of successful innovation attempts. 98% of all attempts will end in failure. 'High Impact TRIZ' is all about what the 2% of successful innovation teams did and did not do. We will start with the DNA 'Pillars' of TRIZ/SI and cascade down from these pillars into a number of core thinking protocols and tools that will enable beginners to gain the earliest possible feel for how TRIZ is different from other problem solving tools and techniques, and to gain one or two new insights into real problem situations that delegates may wish to bring to the tutorial. It will also provide delegates with the best ways to go back to their workplaces and communicate the benefits of TRIZ to others.