

# **TRIZ.**

A template to change perspectives and solve problems.

# What is TRIZ?

Understanding the Theory of Inventive Problem Solving.

# DESCRIPTION WHAT IS TRIZ?

## **Evoking creativity to ensure business survival.**

One of the main tasks of leaders is to continuously generate new ideas and creative approaches how to deal with the complex business challenges of our time. TRIZ is a powerful tool to gather and structure such ideas.

TRIZ is a Russian acronym that translates into *The Theory of Inventive Problem Solving*. It is an internationally recognised method for evoking creativity that is used to drive innovation and tackle any problem or challenge even when we face difficult circumstances. The TRIZ structure is mainly used in engineering and process management contexts to navigate through the complexities of the Digital Age.

# INSTRUCTION WHAT IS TRIZ?

## Applying TRIZ to formulate solutions.

Using the TRIZ template on the next page you see 3 different questions. Split your team into small groups of 3-4 people, provide them with the TRIZ template, and give them time to answer the first question for 15min. Once all teams are done, encourage an exchange between them for 5-10 min to explore similarities and differences among their findings. Capture all findings in one template to create a holistic overview of the ideas of all teams.

Once the first question has been thoroughly explored, move on to the second question, following the same process.

Dedicate a bit more time to the third question as it is about defining concrete action steps for building new capabilities that ensure future business model relevance. Ensure that you assign the action items gathered as part of the third question so that each person knows what to do to strengthen the business model moving forward.

## triangility

### Duration:

*90 min*

### Individual/Group:

*Small groups of 3-4 people*

### Material:

*Flip-chart paper or Digital Whiteboard; Sticky notes; Markers*

## **Question 1**

Make a list of all you can do to make sure that you achieve the worst result imaginable with respect to your top strategy or objective.

## **Question 2**

Go down this list item by item and ask yourselves, 'Is there anything that we are currently doing that in any way, shape, or form resembles this item?' Be brutally honest to make a second list of all your counterproductive activities/ programs/procedures.

## **Question 3**

Go through the items on your second list and decide what first steps will help you stop what you know creates undesirable results?

## **SOURCES & FURTHER READING**

TRIZ: A Powerful Methodology for Creative Problem Solving.

[https://www.mindtools.com/pages/article/newCT\\_92.htm#:~:text=TRIZ](https://www.mindtools.com/pages/article/newCT_92.htm#:~:text=TRIZ)