

# Creativity & Innovation Excellence

2 - 3 Day Interwoven Flow of Case Studies

**Workshop Outline [2 - 3 Days] / Interwoven Flow of Case Studies**  
**[Schedule: 9:15-10:45AM / 11-1PM / 1:45-3:15PM / 3:30-5:30PM]**

*Knowledge breeds Innovation! TRIZ is rapidly gaining popularity as a powerful methodology for enhancing innovation and creativity inside corporate environments. Research and development teams, product developers, manufacturers and service businesses are finding TRIZ to be a powerful tool for solving practical problems and building new technologies in their business.*

*Theory of Constraints (TOC) is the Body of Knowledge on the effective management of Business, Organizations and Systems. Knowledge Harvesting, Thinking Methodologies (STH – Six Thinking Hats / LT – Lateral Thinking), SCAMPER, TRIZ and TOC can work hand in hand to achieve Process Optimization. It goes to prove Knowledge is known Ideas; New Ideas are Future Knowledge!*

*YES, this can be a never ending journey, the reward—improved execution, increased revenues and profits—makes it worth to embrace. To enable you make the difference, we share global lesson learned, best practices, tips, tricks and traps of the TRIZ, TOC and Allied Innovation Methodologies Based Implementation Results.*

## Workshop Objective:

Achieve Creativity, Innovation & Transformation Excellence Via TRIZ & TOC Tools To Get Competitive Advantage For The Organization!

## Workshop Duration: 2 - 3 Days

By Opting To Attend This Workshop, You Will Learn How To:

- ✓ Identify Root Causes For Business Process Enhancements by Systemic Thinking
- ✓ Incorporate Logical & Creative Ways To Address & Redesign the Workflow
- ✓ Structure Innovation and Transformation successfully within the business by executing Strategic Initiatives To Increase Organizations' Revenue and Profits
- ✓ Organize and Implement Strategic Projects and Initiatives By Tightly Aligning With Organization's Balanced Score Card Across Learning & Growth, Internal Process, Customer / Partner and Financial Perspectives
- ✓ Achieve competitive advantage by capitalizing on TRIZ and TOC Based Process Optimization Management
- ✓ Maximize end-user satisfaction by providing customer experience management
- ✓ Ensure Best Practices Based Solution Approaches for Delivery Excellence
- ✓ Achieve Continuous Improvement, Incremental Innovation and Radical Transformation & Attain Enviably Competitive Positioning

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Plot No: 106, Bharathiyar St – Chellappa St Junction, Visalakshi Nagar, Santhosapuram, Chennai – 600073. Tamil Nadu, INDIA.

Ph: +91 44 22781335, +91 44 42837167, HP: +91 9500120969, +91 9500129901, +9840097567, +91 9840059445

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## Who should attend?

Employees who participate in projects that involve simplifying, improving, restructuring, modelling, reengineering, innovating and transforming key business processes can participate in this workshop and reap the benefits. Following are the indicative groups:

1. Research & Development Team
2. Business / IT / Systems Analysts – MIS, BI & ERP Champions
3. Quality Executives – Folks leading TQM / Six Sigma / Lean / Process Improvement Projects
4. Project Executives / Management Team Members
5. BPO – Process Based Team Members
6. Business Process & Service Delivery Owners
7. Client Relationship and Account Executives / Managers
8. Program Management – Strategic Initiative Champions & Team Members

## Course Methodology

Workshop contains participant involvement, report-out and analysis, which provide you with key skills of the reengineering, problem solving using TRIZ, TOC, STH, LT & SCAMPER Process, include:

- ✓ Profiling the customers with an eye for radical improvements
- ✓ Determining redundancy from the scope of employee's roles, responsibilities and key result areas
- ✓ Mapping essential business processes with required output and outcomes
- ✓ Incorporating business patterns for knowledge reuse and avoiding reinventing the wheel
- ✓ Identifying symptoms of process discrepancies, dysfunction and room for transformation
- ✓ Streamlining the organization by establishing the process boundaries
- ✓ Describing workflow using TRIZ, TOC & SCAMPER concepts to enable and visualize outcomes
- ✓ Eliminating process redundancy by simulating a business process

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## Course Outline

### "TRIZ, TOC & OOB – Improve Your Thinking Excellence Quotient"

1. Do You Have Thinking Skills? Or Does Your Thinking Kills? - Exploring the Left Vs Right Brain Thinking Alternatives
2. Defining Creativity & Understanding 'Thinking' As a Skill
3. Comparing Creativity with Discovery, Invention, Kaizen, Incremental & Radical Innovations (Transformation

- ✓ Theory of Inventive Problem Solving (TIPS Alias TRIZ) Framework
- ✓ Innovation – Systematic Process Vs Spontaneous / Occasional Creativity
- ✓ TRIZ Problem Solving Process & Problem Solving Tool Kit
- ✓ Four Pillars Of TRIZ
- ✓ Brief Exposure To 40 TRIZ Principles

1 Segmentation  
2 Taking out  
3 Local quality  
4 Asymmetry  
5 Merging  
6 Universality  
7 Russian dolls  
8 Anti-weight  
9 Preliminary anti-action  
10 Preliminary action  
11 Beforehand cushioning  
12 Equipotentiality  
13 "The other way round"  
14 Spheroidality - Curvature  
15 Dynamics  
16 Partial or excessive actions  
17 Another dimension  
18 Mechanical vibration  
19 Periodic action  
20 Continuity of useful action

21 Skipping  
22 Blessing in disguise  
23 Feedback  
24 Intermediary  
25 Self-service  
26 Copying  
27 Cheap short-lived objects  
28 Mechanics substitution  
29 Pneumatics and hydraulics  
30 Flexible shells and thin films  
31 Porous materials  
32 Colour changes  
33 Homogeneity  
34 Discarding and recovering  
35 Parameter changes  
36 Phase transitions  
37 Thermal expansion  
38 Strong oxidants  
39 Inert atmosphere  
40 Composite materials

4. Knowledge Harvesting, Organized Thinking, Brainstorming By Hops, TRIZ & Innovation – By Six Thinking Hats & SCAMPER Methodology
5. Alternative Thinking Skills – Promoting Individual Thinking by Adopting Problem Solving / Theory of Constraints (TOC) – Five Steps [Identify – Exploit – Subordinate – Elevate – Revisit

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6. Theory of Constraints – TOC Tool Types: Necessity [Generic Cloud Process / Evaporating Cloud Process / Pre-Requisite Tree] Vs Causality [Current Reality Tree – CRT / Future Reality Tree – FRT / Negative Branch Reservation – NBR / Transition Tree – TrT
7. Promoting Team / Group Thinking by Adopting Problem Solving / Alternative Thinking Skills – Effective Problem Solving Techniques and New Ideas Generation
8. Silo Vs Group Think – Activity, Individual & Team Exercises, Report Outs & Course Corrections

### Other Details:

- Payment to be made within 15 days from the date of the invoice.
- All payments must be made by cheque/online transfer etc., drawn in favour of Sieger Training Consultants Pvt. Ltd. Sieger will charge on INR basis only.
- Overseas clients will have to take care of all the training materials directly as briefed by Sieger Training. However, Sieger can procure some (which can be transited) not all, on behalf of the client but any additional charges for custom clearance has to be taken care by client only.
- Facilitators Travel & Food have to be taken care by the client
- Clients will have to arrange LCD, Speakers, Mike on their own.
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