

Someone, somewhere already solved your problem

TRIZ is a collection of *knowledge from others*, based on *extensive patent research, combined in a structured problem solving method*. The working knowledge and correct application of the method and its tools, enables you to gain a better and more elaborate understanding of complex problems. In addition, they help you to think outside your own scope. Because the method is based on existing and proven knowledge of others, development times and project costs can be reduced considerably. On a personal level its users will experience a growth in their creative capacities and practical (and proven) application of their ideas.

TRIZ is a Russian acronym that stands for 'Theory of Inventive Problem Solving'. In the 1950'ties, during his work as a patent officer in the Russian Navy, Genrich Altshuller (TRIZ founder) was triggered by the question *how an invention originates*. After a study of thousands of patents he found that an invention wasn't based on a coincidence, but rather it should be seen as a logical result of regular patterns of inventive thinking. In his theory he demonstrated that problems can be made comparable, on a generic level, and therefore solutions of others become applicable for one's own specific situation.

After more than 50 years the TRIZ method has been researched (2.5 million patents) and applied extensively throughout the world in a considerable amount of industries and practices. This has resulted in a reproducible process and a vast variety of practical tools. They enables the users to work better, faster and cheaper towards the right solution to a complex problem resulting in more and original solutions. In time an experienced TRIZ user will notice that TRIZ is a lot more than a theory and a set of tools. It is a way of thinking, that once acquired cannot be done otherwise.

Innovative Partners is one of the TRIZ providers and has gained a lot of experience in making the method and tools more accessible and applicable. One of the distinguishing aspects of TRIZ by Innovative Partners is their focus on 'connectivity'. In order to be able to solve a complex problem, one first has to understand the bigger picture that the problem is part of, by being connected to others inside the own organisation who own parts of the problem. Subsequently, in order to come to breakthrough innovations one has to be connected with others outside the own organisation, who have already solved a similar problem in another context.

innovative
PARTNERS

