



Problem Solving workshop

(TRIZ: The Secret Weapon for
Breakthrough & Systematic Problem Solving)



WORKSHOP CONTENT

99% of all problems we face have been solved before; you may not know about them because the best optimum solutions may be from outside your industry, your own experience or area of expertise. Originally developed in Russia, the content of this workshop stems from a set of unique thinking tools for innovation and creativity called TRIZ which is based on the analysis of 2million patents and the premise that most problems that we face today have already been solved by someone else.

This one-day introduction to TRIZ is all about exploring its basis and methodologies and its application to problems in the real world. The tools can be used for technical problem solving and better problem definition and understanding.

WHAT YOU WILL LEARN

- The basis of TRIZ and practice applying it within your business
- How to best define and understand a problem that presents itself
- How to generate creative and innovative solutions in a more structured way
- How to tap into and utilise thinking that has assisted others to solve complex issues
- And finally how to build on your business culture in terms of innovative thinking and doing.

WHO WILL PRESENT

Dr Paul Filmore of the Insight Centre Ltd. Paul has years of experience in education and training, developing their personal, professional, research & creative skills of graduates. He has tutored companies in systematic innovation processes e.g. TRIZ and others in developing company innovation audits and change programmes. He is both physicist and engineer. In 2003 he set up *the Insight Centre* to help organisations deliver their potential utilising breakthrough innovation processes and change management both in the UK and overseas.

WHO SHOULD ATTEND

Managers of innovation and personnel staff who are involved with changing the basis of innovation thinking/ culture. Sales, marketing, engineering, design and production teams who need to work together to develop optimised products and services that meet customer needs that are profitable. Anyone involved in influencing and achieving product and/or service specifications, new product development and subsequent production.

DATES, TIMES AND VENUES

Date: Tuesday 27 June 2006
Location: Business Link Bodmin Office
Time: 09:30 – 16:30 hrs
Cost: £60 + VAT – includes lunch
To book: Contact 0845 600 9966 or email mike.cooper@bldc.co.uk