

How to apply TRIZ methods to solving business problems

Ellen Domb/PQR Group

Biography of the Speaker:

Ellen Domb is the founder of the PQR Group and founding editor of The TRIZ Journal. TRIZ is Dr. Domb's 6th career: she has been a physics professor, an aerospace engineer, an engineering manager, a product line general manager, and a strategic planning/quality improvement consultant. In 2005, she was by Quality Digest Magazine as a leading voice for the future, citing the of TRIZ for innovation in quality improvement and quality planning systems.



Ellen's client work, books, and articles are aimed at making it easy for people to learn TRIZ and to incorporate new thinking methods into their organizations. Clients include the Global 500--Dow Chemical, Hewlett-Packard, 3M, and others--and entrepreneurial companies with 3-50 employees. She is the developer of the methods for integrating TRIZ with the Hoshin Kanri methods of strategy deployment, and co-author of key books in both areas: *Beyond Strategic Vision* (with M. Cowley) and *Simplified TRIZ* (with K. Rantanen).

Abstract:

Three of the fundamental TRIZ tools for problem solving are

- Making systems ideal
- Use of resources
- Resolution of contradictions

Comprehensive use of these tools results in both better definition of the problem AND better, faster, more creative solutions to the problems. The tutorial will emphasize problems and solutions in business—management, organization, marketing, human relations, strategic planning, finance—and the applications of TRIZ to those issues.

The tutorial session will emphasize using the knowledge that the participants already have in new ways.

Examples of applications of TRIZ to complex challenges of modern business will be presented as illustrations of the opportunities that are emerging for TRIZ to help society develop. Medical technology, communications, financial services, and disaster relief examples will be used. In the next few years we will no longer talk about “business TRIZ” and “technical TRIZ” – we will talk about TRIZ as a key element of the emerging business model.