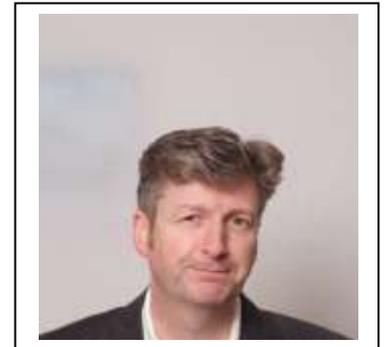


Tutorial: Holistic Business Strategy Using Systematic Innovation Methods

Darrell Mann / Systematic Innovation Ltd / CEO

Biography of the Speaker:

With over 800 papers and articles to his name, plus the best-selling 'Hands-On Systematic Innovation' and TrenDNA books, Darrell is now one of the most widely published authors on innovation in the world. Featured in 'Who's Who in the World', Darrell is also recognised as one of the world's most prolific inventors. His consulting clients include Procter & Gamble, Siemens, Petronas, RioTinto, Eli Lilly, Nestle, Oman government and, through EU-supported research and dissemination programmes, a wide roster of SME organisations. His work involves a spectrum of applications from strategy development to IP creation to problem solving in technical, business and behavioural areas. *A true genius on innovation as described by top companies around the world.*



Outline or Abstract:

TRIZ thinking processes may be considered to be a necessary but insufficient way of examining business problems. By their very nature, any business problem is a complex problem and as such the mechanistic architecture of TRIZ means that it alone is ill-suited to many aspects of successful business innovation. In this tutorial we focus on the other tools, methods and thinking processes that can be integrated with TRIZ tools relevant to the business and business strategy innovation challenge. Specifically, taking on board the Law Of System Completeness, we know that a holistic business strategy – and therefore also a change to any such strategy - demands six essential elements: Coordination, Engine, Transmission, Tool, Interface and Sensor. TRIZ has contributions to make in terms of providing the Tool aspect of the Complete System in that it enables users to tap into the 'best' solutions of others in similar situations (providing, of course, we are using the properly researched business-TRIZ tools like the Business Matrix). Where it fails to help, however, is in helping organisations to identify what the right problem is ('Interface') in any kind of holistic sense, nor does it bring in to the equation other vital aspects such as the capability of the people within the organisation (Engine), the array of methods and processes (Transmission) they have available and deployable, the measures (Sensor), nor the management structures (coordination) that will ultimately be required to make each of the other elements of the system behave together in the required manner. Above and beyond all of this, in the tutorial we will also demonstrate that within any coherent business system, there are actually two parallel complete systems that need to be in place: a tangible one and an intangible one. TRIZ has no contribution to make to any of the 'intangible' system needs. The tutorial will thus take delegates through each of the 2x6 essential elements that make up a genuinely holistic business strategy. Along the journey we will show how TRIZ fits into the bigger picture, and explore some hands-on practical non-TRIZ tools designed to fill in the gaps that TRIZ fails to incorporate.