



Tutorial

Breakthrough Innovation by Conflict Solving

Speaker Name,

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Speaker Biography:

Zinovy Royzen is a Master of TRIZ certified by Genrich Altshuller, the creator of TRIZ. He is the founder and President of TRIZ Consulting, Inc., Seattle, Washington, the first U.S. company to apply TRIZ, cofounder and 1998-2007 Director and Vice President of Altshuller Institute for TRIZ Studies.

He is a leading TRIZ consultant, project facilitator, trainer, and TRIZ developer. He has taught thousands of engineers including more than two thousand engineers at Boeing. He has transformed the classical TRIZ theory into the most powerful and user friendly version of modern TRIZ called TOP-TRIZ.

Zinovy Royzen has been applying TRIZ to new product development, quality improvement, cost reduction, and inventive problem solving in innovation since 1980. He has been developing and teaching TRIZ since 1984. He has led workshops and/or provided consultation at numerous organizations, including Boeing Co., Eastman Kodak, Ford Motor Company, Harley-Davidson Motor Company, Hewlett-Packard, Illinois Tool Works, Ingersoll Rand, Kimberly-Clark, LG Electronics, Lucent Technologies, National Semiconductor, NASA, Paccar, Philips Semiconductors, Samsung, Siemens, Thermo King Corporation, and Xerox.

Mr. Royzen conducted his TRIZ courses for UCLA Extension in 1997-2014. He also conducted his courses at University of Washington and National University of Singapore. He is a MS in mechanical engineering, the author of many TRIZ papers and holds 32 patents.

Abstract/Outline

Conflicts are the most difficult problems in innovation. An attempt to improve one feature or a function very often leads to deterioration of another feature or a function. The tutorial shows the most effective ways to develop breakthrough solutions to conflicts and achieve the desired improvement without any deterioration of the conflicting features of functions.