

TRIZ –

Innovative Ideas Generation Method Certified Practitioner Level 1 (4 Days)

Introduction to the new techniques of generating innovative ideas

For many centuries creativity and innovation were viewed as a gift that was inherent in a small number of people. People also thought that creativity and innovation could not be taught. But now the picture changes since the prominent breakthroughs in creativity training, and among which is TRIZ.

TRIZ is a set of tools for analysis, problem definition and directional search for best solutions. It is one of the best tools for generation of new ideas and concepts.



This training course aims to provide insights for participants about the application of modern tools for creating new products, new processes and new technologies.

There are numerous companies around the world applying TRIZ to their product and process development: **Samsung, Hyundai, HP, Johnson & Johnson, Siemens, P&G, BMW, etc.** These companies use TRIZ to solve operational problems, develop products, improve process and cut costs.

“Samsung had early successes with TRIZ, saving over \$100 million in its first few projects... In 2003 TRIZ led to 50 new patents for Samsung and in 2004 one project alone, a DVD pick-up innovation, saved Samsung over \$100 million. TRIZ is now an obligatory skill set if you want to advance within Samsung...”

Sources: [What Makes Samsung Such An Innovative Company?](#) - Haydn Shaughnessy, Contributor, Forbes.com LLC, July 2013

Nature and Objective:

- Understand the methodology of TRIZ to be applied to daily problem solving to create new ideas
- Enhance the ability to create innovative ideas quickly and efficiently
- Understand the practical use of TRIZ techniques to solve customer's problems

Target Audience:

Engineering Managers, Product/Process Development Managers and Engineers, Quality Managers, Project Managers, Educational Instructors

Programme Content:

Around 70% is lectures, and 30% is hands-on exercises embedded in each topic:

Day 1	Introduction to TRIZ & Systematic Innovation Function Analysis for new product ideas and improvements Device Trimming for cost cutting and product simplification
Day 2	Cause Effect Chain Analysis for product and process improvements FAE Knowledge base & Patent Search
Day 3	Engineering & Physical Contradictions to create breakthrough and innovative ideas 40 Inventive Principles
Day 4	Patent Circumvention Introduction of Su-Field Analysis Key-point Review Summary & Exam

Details:

Date: 4, 5, 11, 12 September 2014

Time: 9:00am – 5:00pm

Venue: TBC

Language: Cantonese

Fee#: HKD 5,900

(Enjoy early bird rate HKD 5,600 if register before 4 Aug 2014)

Expected Class Size: 30

Exam arrangement: quiz and mini project with presentation on Day 4 afternoon

Speaker:

Dr Michael YH Li is an authorised MATRIZ Representative of Council of Expertise & Methodology (CEM) in Hong Kong, and China (License No. 045/06-2014/1). Dr Li is the Founding President of Institute of Systematic Innovation, Hong Kong; Visiting Lecturers of City University of Hong Kong and Polytechnic University of Hong Kong.



Dr Li has more than 30 years experience in Senior and Operational Management. He has been invited to be the trainer of professionals in various industries. He was invited by the Department of Export Promotion, Ministry of Commerce of Thailand to train up Thai professionals on Product Innovation and Management. He also did professional training for China delegations on Creativity Techniques, Innovation Product Development, TRIZ Inventive Problem Solving, etc.

MATRIZ is the abbreviation of the International TRIZ Association in Russia. The Association was founded by the TRIZ inventor, Genrich Altshuller. It is a recognized association of TRIZ in the world. MATRIZ Certification is divided into 5 levels, Level 1-3 could be obtained by examination, Level 4 & 5 are to be applied and approved by MA TRIZ based on projects and new knowledge. Level 1-3 is to process knowledge, skills, and problem solving techniques in compliance with TRIZ standards. Level 4 - TRIZ Expert has to prove the application of TRIZ in different areas. Level 5- TRIZ Master has to provide theoretical and practical developments in the area of TRIZMATRIZ certification has been proven to be the most renowned certification to solve problem and to create in.

*#Please make cheque payable to "Hong Kong Quality Assurance Agency" and send it together with this form to:
Hong Kong Quality Assurance Agency, 19/F., K. Wah Centre, 191 Java Road, North Point, Hong Kong*

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**Remarks : 1. All successful registrants will receive a confirmation letter. 2. No Certificate of Attendance will be issued. 3. There is handling charge for the request of attendance record. Please note that the above information may be used by HKQAA for processing the application of the seminars, and for any other purposes as stated in the Privacy Policy Statement. You may view the Privacy Policy Statement of HKQAA from its website (www.hkqaa.org/cmsimg/privacy/statement.pdf). 上述資料將被香港品質保證局用於閣下登記研討會之用，以及用於本局在私隱政策聲明中所述之其他用途。如欲了解香港品質保證局的私隱政策聲明，請瀏覽網站 (www.hkqaa.org/cmsimg/privacy/statement.pdf)。 I do not wish to receive any further information from HKQAA. 本人不欲收取香港品質保證局發送的任何資料。 Fax/傳真/Email電郵: _____ (Please fax to (852) 2202 9222 or email to unsubscribe@hkqaa.org 請傳真至 (852) 2202 9222 或電郵至 unsubscribe@hkqaa.org)*

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