

BMG India announces Structured Innovation using TRIZ Training in Mumbai

Using the Theory of Inventive Problem Solving to improve options of best solution, increase productivity in innovation efforts, reduce idea generation cycle-time and above all focusing on radical improvements besides incremental improvements

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Today innovation is pervasive. It not only encompasses products but also processes on which businesses run. It is also about creating markets by fulfilling unrecognized needs of the customer. New products enter the market at the blink of an eye. Technology reaches its maturity in six months. The world is getting more competitive and the economic boundaries between countries are diminishing. Today, innovation is essential for survival.

When it comes to products and processes, it is not only essential for organizations to identify the right ideas and but also convert these ideas into reality in minimal time and with minimal effort. Many companies have died because of lack of inventiveness or because someone else won the race.

Would you allow your business's survival to rely on psychological tools like brainstorming, six thinking hats, lateral thinking, trial-and-error, or at times, serendipity? Would you like to find solutions which have inbuilt 'trade-offs'? Or would you like to use a proven, dependable source to generate innovative ideas that uses knowledge from all industries and fields in a quick and efficient manner?

TRIZ, the Theory of Inventive Problem Solving, approach is a panacea to your innovation problems. TRIZ is an engine for rational, structured and historically proven idea generation, the DNA of Innovative Thinking.

TRIZ has recently gained popularity as a powerful business tool for enhancing innovation and creativity. TRIZ, which is the Russian acronym for the 'Theory of Inventive Problem Solving,' is a structured approach to managing innovation that puts a scientific process behind problem solving so individuals can generate more solutions of a higher quality, in less time.

Many Fortune 500 companies use TRIZ in everyday business to:

- Ø Generate new ideas and solve problems faster
- Ø Forecast technologies and track product evolution
- Ø Build stronger patents and work around existing ones
- Ø Maximize the potential for new product success
- Ø Streamline the use of resources
- Ø Improve understanding of customer requirements
- Ø Save time and money when developing new products

TRIZ complements performance improvement programs because it focuses on finding innovative new solutions rather than fixing problems inherent in an existing process. TRIZ is especially useful for new product development teams and in operational environments, but can be used in just about every situation to accelerate and streamline innovation and problem solving.

BMG's two-day Basic TRIZ program offers an intensive Course Length: introduction to the foundational elements of TRIZ. The curriculum covers the three basic tenets upon which TRIZ was built: the concept of the Ideal Final Result (IFR), which suggests that systems evolve to perfection; the use of resources to maximize effectiveness within a system; and the idea of contradiction elimination as the primary evolution driver. In the workshop, students gain an understanding of these primary tenets and how to use them to solve problems quickly and innovatively.

Inside the classroom, students learn the history of TRIZ and participate in discussions on the importance of innovation and creativity within organizations. They learn how typical idea-generating systems such as brainstorming lack consistency due to their emotional and psychological biases.

The basis of the class is to teach students how to use the empirically-based TRIZ methodology to generate new ideas in ways that are repeatable, reliable and predictable.

- **END** -Breakthrough Management Group India is a global leader in Performance Excellence consulting and training. We help companies increase shareholder value and maximize profits through application of robust methodologies.

Headquartered in Longmont, Colorado, US, BMG has developed a loyal clientele that today exceeds 200 active businesses in industries as diverse as biotechnology, health care, finance, telecommunications, manufacturing and energy. BMG has offices in 12 countries and has more than 100 employees worldwide.

BMG's India operations has over a decade's experience in assisting clients in assisting clients with these methodologies and practices and has built a valued client based in a wide variety of industries that include financial services, airlines, chemical, discrete manufacturing, telecommunications and textiles.

For more information you can log on to www.BMGIndia.com

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