

TRIZ: SYSTEMATIC TOOLS FOR PROBLEM SOLVING

You are cordially invited to attend this one-day short course on **TRIZ**, an integrated method for increasing creativity and problem solving potential, in science and engineering. Specific examples of use are in product innovation, engineering solutions and basic research. Delivered by Dr Paul Filmore (University of Plymouth) this briefing will give you a valuable insight into this powerful, groundbreaking method. The course will be followed by the inaugural meeting of the SW TRIZ Users Forum.

TRIZ is...

- ◆ A set of systematic tools and methods generated by analysing 2 million of the worlds most successful patents. The tools: reveal how products and technologies will evolve, generate creative, innovative solutions that provide tangible bottom-line benefits, reveal weaknesses in competitors patents, & create a culture of innovative thinking and doing.
- ◆ A mature subject, developed originally by Altshuller, a Russian Patent Investigator in 1946, and extended further by international research. The tools have though been kept 'quiet' by major corporations wishing to keep competitive advantage. Only in the last few years are the tools starting to be being taught in University departments.
- ◆ About producing results: doubled the rate of invention at Rolls-Royce in 2 years, saved £5M for United Utilities on their first problem, reduced production cost for Samsung by \$92M, solved a 20 year old glass manufacture problem for Pilkington Glass during their first course.

Course Benefits...

- ◆ You will gain a practical understanding of a range of TRIZ tools for adoption into your work environment.
- ◆ You will tryout TRIZ on a problem of your own in a small group and evaluate its effectiveness.

Feedback from the last Course...

Chris Treise of Cooper-Standard Automotive Limited says 'I was impressed by the efficacy of the system on the real problem. John was fired off on totally radical lines because the conflict table triggered new ideas. I am thinking about using Altshuller's table as a kick-off for my next brainstorm, just to see the reaction of the team and whether it stimulates a better result (we have a core brainstorm team that are becoming "set in their ways!"). I enjoyed the course and would like to keep in touch as you suggest'.

Course Leader...

- ◆ Paul has years of experience introducing and cultivating research & creative methods with postgraduate students and is the UK partner leader with CREAX in an EU Framework 6 Proposal on disseminating TRIZ.
- ◆ He is a physicist turned engineer, MSc Programmes Manager, and joint course leader of the University's Entrepreneurship Programme; part of a much larger three-year programme called Knowledge Exploitation South West, funded by the SW RDA.
- ◆ Paul runs his own consultancy company in this area.

Course Fee...

Course Fee includes, attendance at the course, course documentation, lunch and light refreshments.
£120 - Individual Registration
£95 - Multiple Registrations (Applies to companies registering two or more)

Booking...

The Science & Technology
Short Course Unit
Faculty of Technology,
University of Plymouth,
Plymouth PL4 8AA.
Tel: 01752 233304
Fax: 01752 233305
Email: scunit@plymouth.ac.uk

Further Information...

www.plymouth.ac.uk/triz

Technical Enquiries...

Tel: 01752 232330 or 01579 370700
Email: pfilmore@plymouth.ac.uk

To register, please return this form to:

The Science & Technology Short Course Unit
Faculty of Technology,
University of Plymouth Plymouth PL4 8AA.

Tel: 01752 233304
Fax: 01752 233305
Email: scunit@plymouth.ac.uk

Name: _____

For multiple applications please provide additional names here, and supply address if different from the main contact address.

2 - Name: _____ Email: _____

3 - Name: _____ Email: _____

4 - Name: _____ Email: _____

Organisation: _____

Contact Address: _____

Telephone: _____ Fax: _____

Email: _____



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PAYMENT - Fees may be paid by Cheque, Credit Card or by Invoice (UK Organisations only)

- I enclose a cheque in Pounds Sterling drawn on a UK bank, made payable to 'University of Plymouth'.
- I wish to pay by credit card.
Please debit my Visa / MasterCard / Delta / Switch card (delete as appropriate)
With the following amount £ _____ Cardholder name _____
Card Number _____ Expiry date ____ / ____
Issue No. (Switch) _____ Card Holder Signature _____
(We regret we are unable to accept payments by American Express)
- I wish to pay by invoice, please arrange for an invoice to be issued
TO: _____

OR: The Address above



TRIZ:

Systematic Creative Tools for Problem Solving in Engineering and Science

Course Leader - Dr Paul Filmore

www.plymouth.ac.uk/triz

**Wednesday 3rd December 2003
9am to 5pm**

Yealm Room, Babbage Building, Plymouth Campus

Generate creative, innovative solutions that provide tangible bottom-line benefits
Increase the rate of intellectual property
Reveal weaknesses in competitors patents
Reveal how products and technologies will evolve
Create a culture of innovative thinking and doing