

TRIZ: The secret weapon for problem solving in engineering

You are cordially invited to attend this one-day short course **on TRIZ**, an integrated method for increased creativity and problem solving potential. A specific example of use is in product innovation.

TRIZ is...

- ◆ The largest ever study of creativity
- ◆ A revolutionary set of tools and methods generated by analysing 2 million of the worlds most successful patents

Currently being used by...

- ◆ Ford, Motorola, 3M, Siemens, Phillips, LG, Electrolux, Samsung, Rolls-Royce, and hundreds more.

TRIZ Benefits...

- ◆ 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

TRIZ 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

Short Course...

- ◆ Date: Tuesday 22 July 2003
- ◆ Time: 0900 - 1630
- ◆ Venue: University of Plymouth, Drake Circus, Plymouth Campus.

Course Leader...

Delivered by Dr Paul Filmore (University of Plymouth) this briefing will give you a valuable insight into this powerful, groundbreaking method. Paul has years of experience introducing and cultivating research & creative methods with postgraduate students. He has tutored in TRIZ after attending workshops by one of the foremost European TRIZ groups, CREAX NL 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.

Programme...

0900 - 1000	TRIZ an introduction
1000 - 1100	Exercise & coffee
1100 - 1230	Further TRIZ tools
Break for Lunch	
1330 - 1530	Design exercise on your problem
1600 - 1630	Feedback and future opportunities

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 233310
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 233310
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**

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Course Leader - Dr Paul Filmore

Tuesday 22 July 2003

Plymouth Campus

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