

# TRIZ Consulting Techniques for Internal TRIZ Programs Overview December, 2007

David W. Conley



# Dedicate Consultation Time

- Consultant available during regularly scheduled time slots and at predetermined locations
- Consults to TRIZ trained and non-TRIZ trained technology owners
- Pros
  - Convenient to “customers”
  - Provides 1:1 learning/sharing
  - Can help with problem solving inertia
  - Great learning for consultants
  - Provides some TRIZ advertising opportunities
  - Supports a wide variety of customers and problem categories
- Cons
  - Uses a lot of consultants time (slots generally not filled)
  - Better suited to arms length consulting which can slow progress and/or disfavor non-TRIZ trained customers
  - Requires dedicated time from consultants

# TRIZ Consultant Owns Analysis of Specific Issue

- Consultant owns problems
- Utilizes technical experts for support
- Pros:
  - Great Usage of TRIZ methodology
  - Consultant skill levels grows
  - Can work with non-TRIZ tech owners
- Cons:
  - Can take time to absorb technical knowledge necessary to complete exercises (functional model, CEC, etc.)
  - Tech owns can feel like they do not own solution
  - Tech owners do not learn as much about TRIZ as they could

# TRIZ Consultant Assists w/ Analysis of Specific Issue

- Tech experts own problem
- Utilizes TRIZ consultant for methodology support
- Pros:
  - Problem modeling quickly absorbs correct technical detail
  - Tech owners skill levels grows
- Cons:
  - Requires that tech owners have TRIZ skills
  - Can take time to apply TRIZ methodology (i.e., team problem execution during TRIZ training – can be slow)
  - TRIZ consultant does not feel ownership of problem
  - TRIZ consultants do not grow as much in their execution of the methodology

# TRIZ Class Consulting

- Tech experts own problem
- Utilizes TRIZ consultant for methodology support
- Pros
  - Dedicated consulting time
  - Provides 1:1 learning/sharing
  - Can help with problem solving inertia
  - Great learning for consultants
  - Tech owners have TRIZ Skills
- Cons:
  - Continued consultation may not be available after the class
  - TRIZ consultant does not feel ownership of problem
  - TRIZ consultants do not grow as much in their execution of methodology

# Random Tool Consulting

- TESE – works well with innovation forums in generating new and improved product ideas
- Contradiction Matrix – generate engineering contradictions based on short consult and then analyze solution concepts based on 40 Principles list
- Nine Screens – quick and effective business process analysis

# Users Groups

- Pros
  - Gathering of TRIZ trained folks
  - Could be dedicated work time
- Cons
  - Momentum problems likely due to lack of objectives

# Contact Information

David W. Conley

**Innomation, LLC**

David@InnomationLLC.com

PO Box 30807

Albuquerque, New Mexico, USA

87190

505-206-3401

InnomationLLC.com

