

David Conley – Session Description
SCIP 2008 – Rome, Italy

This sub-session will be part 2 of “TRIZ for Better Competitiveness – Rizzi/Conley.”

TRIZ/Systematic Innovation Usage in Industry

Session Synopsis:

This session will discuss the breadth of application opportunities of systematic innovation (TRIZ) within industry including a brief overview of some of the organizations profiting from the usage of TRIZ. Further, some TRIZ tools and methods are especially powerful in their ability to greatly enhance an organization’s competitive position. These tools and methods can be used to circumvent patents, leap existing products and services, and accurately forecast product and market trends. Companies employing systematic innovation enjoy keen insight to the successful coordination of their products and services with natural market evolution and revolution. Some of the competitive positioning tools and methods will be illustrated in order to reveal how they can be used to enhance an organization’s capabilities and products and therefore enrich its competitive posture.

Session Goals:

- Become familiarize with overall industry usage of TRIZ and other systematic innovation methodologies
- Understand the power of TRIZ in competitive intelligence and improving market position
- Take away examples of the power of TRIZ as a competitive tool