

Innovation-TRIZ Newsletter: Your New Year's Resolutions:

1. We will stop using jargon in our discussions and idea generation sessions. We will use terminology that describes the FUNCTION my product is performing and the FUNCTION that my customer needs. If the word we use is not understandable to a fifth grader (sound like a TV show you may be watching?), we're not there yet. We'll try again.
2. We will never again do generic "brainstorming" sessions without an understanding of the real problem that needs to be solved and an understanding of FUNCTIONAL requirements. Quantity of ideas generated is the worst possible measure of the success of an ideation session.
3. We will not shy away from describing the Idea Final Result that we want our product or system to accomplish. NO COMPROMISES.
4. We will clearly identify the contradictions that prevent the ideal result from being achieved and use the TRIZ tools that are known for over 50 years to resolve these contradictions.
5. We will use the known lines of product and system evolution to pro-actively plan our future new product and business efforts. If we don't know what these are, we'll find out so that we can take some of the mystery out of our strategic planning and R&D efforts.
6. We will understand the different styles of problem solving style and analysis inherent within groups and use those differences pro-actively to improve our organization's problem solving and planning effectiveness. We'll not only use assessments like Myers Briggs, KAI (TM) and others as personal development tools, but as strategic team formation tools.
7. We will attend at least one parallel universe technical meeting or trade show to see how a parallel universe is already addressing the problem that we think is unique to us. This will be unrelated to our current product line.
8. If we don't really understand TRIZ, but think it might be useful, we'll do some reading.
<http://www.innovation-triz.com/papers/whatistriz.html>
9. We will understand how TRIZ analysis can improve the quality of our intellectual property to make it more secure and to increase licensing opportunities. <http://www.innovation-triz.com/intellectual/>
10. If we have product or service failure issues whose root cause is not clear, we'll investigate the use of Predictive Failure Analysis (R) to identify and resolve the root causes.
<http://www.innovation-triz.com/products/predictivefailureanalysis.html>