

TRIZ Activities in Iran: Transfer to a new nationwide paradigm by TRIZ application and promotion

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Abstract

A multidisciplinary group of educated people interested in TRIZ as a new strange term and focused on it since then. What have done in Iran about TRIZ and why Medias like TV, Radio and newspapers are used for TRIZ promotion has explained in this paper. The paper is about how people has attracted to ask “What is TRIZ?” and guided to understand its philosophy, methodology and applications in different areas of daily activities to technical problems and business. In the country of motivated people for learning and thinking, they want to understand the core of philosophy of knowledge before applying any tools. So it was important to explore how a new radical approach of thinking like TRIZ could be believed, accepted, developed and applied. TRIZ has used for solving different problems of its application and promotion nationwide. Several problems at strategic level of Ministry of Education and also simple problems of students in school have experienced TRIZ.

Extended Abstract

Google Trends shows the result of all the searches around the world for a phrase. Result of this tool is a graph and name of some countries, cities and language related to the search location in the world. This online brief survey about TRIZ shows that Iran is in the top of the list (as shown in figure). How it has become so popular and why?

In this paper the story of TRIZ activities in Iran explained. This story will cover several activities from the initial stage of learning this theory to its application in education area and promotion by using Medias like TV, Radio and newspapers and presentation in public and private gatherings like a conference with more than 1000 participants.

Many problems defined in the past decade of TRIZ experiences in Iran and the solutions generated and applied by using this creative methodology.

What was the main problem and why an element of society in a non-governmental and academic institute tried to introduce and influence this approach among other members of society will describe.

The following items show the levels and variety of solved and unsolved problems:

- What is the philosophy beyond top managers’ mentality in the country?
- How the gap of current and desired situation can be defined clearly?
- How the problem list of society could be discovered correctly? How best solutions could be found for application?
- How industrial and business sections accept a new and unknown methodology while some other

methods, tools and techniques like VE, 6 Sigma and Lean appeared or forced sooner?

- How TRIZ will be popular for all? Is it right to be so? What are the results and side effects?
- Could we apply TRIZ for promotion of TRIZ?
- How TRIZ laws can help us to involve people on problem solving?
- What are the proper steps for putting TRIZ in the core of thinking approach of next generation?

In this paper all of the major TRIZ activities in Iran and their impacts will explain together with some example and cases from people who are now TRIZ followers. Also effectiveness of Media as a unique experience in TRIZ world will discuss.



Fig. 1. Result of searching “TRIZ” in Google Trends