

Invited Lectures at the 7th TRIZ Symposium in Japan, 2011 (Plan)

April 12, 2011
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Program Chairperson of the Symposium

In addition to the contributed presentations, which are currently called for in Japan and in the world, we have prepared for various invited lectures as follows. Why don't you join us in this active TRIZ event to be held in Japan?!

First Day (Sept. 8, 2011 (Thu.)) 'Seminar Day', Track in Japanese:

Tutorial: "What is TRIZ?" by Yoshihisa Konishi (SKI) et al. [morning, 120 minutes]
Basics of TRIZ is introduced for TRIZ novices.

Special Interest Lecture & Discussion (a): "Roles of TRIZ: When and for what purposes?"
by Osamu Kumasaka (Kumasaka P.E. Office) [afternoon, 60 minutes]
The Author has developed the 'Monozukuri Tasks vs. Techniques Matrix'. In various stages of monozukuri process, different tasks (or questions) are listed and guidance is shown to techniques useful/effective for each task.

Special Interest Lecture & Discussion (b): "TRIZ Software Tools and Their Usage"
[afternoon, 110 minutes]
(b1) "Invention Machine's Software Tools" by Kiyoshi Shikakura (IMC Japan)
(b2) "Ideation International's Software Tools" by Teruyuki Kamimura (Ideation Japan)
(b3) "CREAX and Systematic Innovation's Software Tools"
by Masatoshi Hotta (Sozo Kaihatsu Initiative)
Among various creativity methods, TRIZ has particularly-strong features of accumulating knowledge bases by the analysis of patents and science & technology and of having software tools incorporating the knowledge bases and solution techniques. Typical commercial TRIZ software tools are reported by the three agencies in Japan.

Special Interest Lecture & Discussion (c): "How to Think and Apply USIT"
by Toru Nakagawa (Osaka Gakuin University) [afternoon, 70 minutes]
USIT was built by reorganizing the essence of TRIZ and forms an easy-to-apply and effective process for creative problem solving.

First day (Sept. 8, 2011 (Thu.)) 'Seminar Day' Track in English

[morning 2 hrs., afternoon 4 hrs.]

Advanced Seminar: "GEN3 Innovation Discipline (G3:ID) - an Advanced, Business-Oriented TRIZ-based Methodology" by Simon Litvin (GEN3 Partners, USA)

The lecturer is a prominent TRIZ Master leading TRIZ in the world. Prior to the Keynote Lecture of the Symposium, the lecturer talks about how to utilize TRIZ in the business-oriented approach and how to think and tackle the task for achieving innovations. Seminar for 6 hours, including demonstration of some case studies.

Second day (Sept. 9, 2011 (Fri.)) 'Conference Day'

Keynote Lecture: "Main Parameters of Value: TRIZ-based Tool Connecting Business Challenges to Technical Problems in Product Process Innovation",

by Simon Litvin (GEN3 Partners, USA) [morning, 80 minutes]

For TRIZ, since being started as a creative problem solving technique in technology, it is important to find what problem to challenge for real success in business. The lecturer advocates to think of 'Main parameters of value' and realizing it in the product/service developing process.

Third day (Sept. 10, 2011 (Sat.)) 'Conference Day'

Invited Lecture: "Introduction to Equivalent Transformal Thinking" (tentative title)

by Shunsuke Suzuki (Equivalent Transformal Thinking Society)

[morning 80 minutes.]

Equivalent Transformal Thinking was developed by Late Prof. Kikuya Ichikawa (Doshisha University) since 1944. It is one of the best creative thinking methods originally developed in Japan. The lecture introduces how to think with ETT by showing several case studies. Japan TRIZ Society is going to encourage the interaction between TRIZ and Japanese-origin creativity methods for their mutual improvement.