

INNOVATIVE PROBLEM SOLVING

24 FEBRUARY 2012 @ HOTEL EASTIN

RM850 (MEF members) / RM950 (NON-members)

Based on TRIZ (Theory of Inventive Problem Solving)

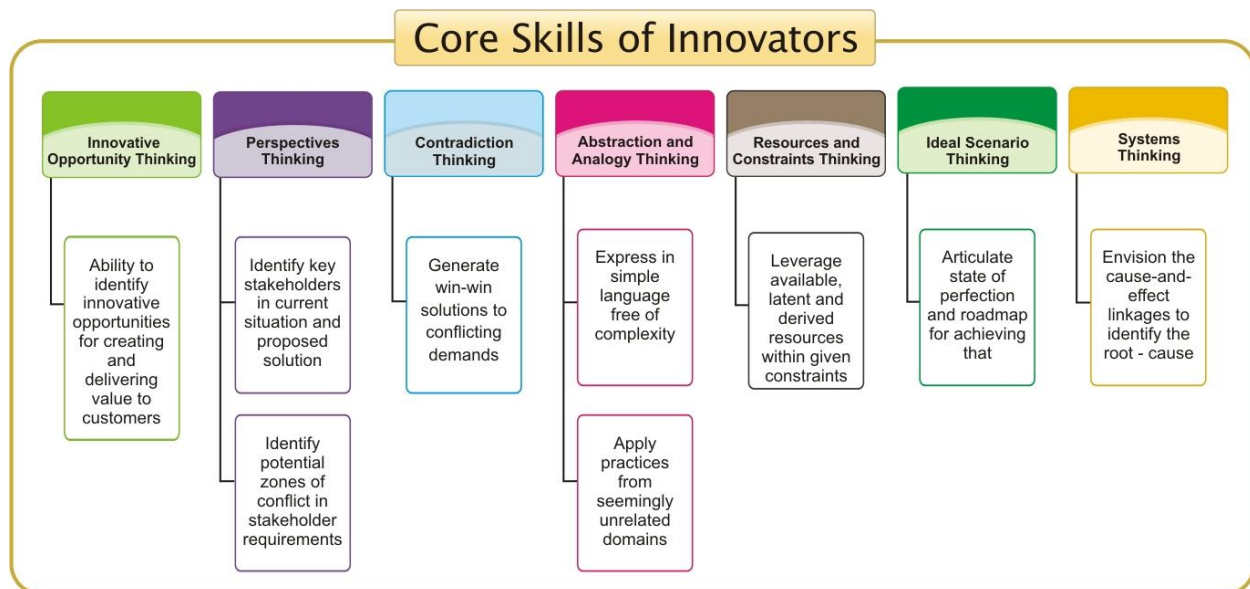
HRDF SBL SCHEME CLAIMABLE

Introduction

Innovation Management is the process of managing the creation and delivery of value to the customer. Innovation is aptly described as Mind to Market – an idea or an invention does not qualify to be called an innovation till it does not find acceptance from the customers.

Innovative problem solving is the systematic approach towards removing the hurdles encountered in the process of value creation and delivery to the customers.

The program will introduce participants to the core skills that are inherent in all of us and provide hands-on practice on real-world problems. Innovative thinking is the systematic development and application of those skills in resolving the non-typical situations encountered in the process of value creation and delivery to customers. In an enterprise wide deployment of innovation management this workshop is intended to serve as the catalyst for management to make the process of innovative problem solving more predictable.



Target Audience

- Senior Management, middle management, managers, supervisors and executives

Workshop Objectives

- Obtain an overview of the systematic process of innovation management.
- Practice on a few core skills of innovators
 1. Value creation for customers and how to use that to identify opportunities for differentiation in a commoditized market
 2. Abstraction and Analogy Thinking or the ability to express a given situation in simple language devoid of complexity and the ability to find analogous situations from where solutions can be applied.
 3. Contradiction Thinking or the ability to generate sustainable (win-win) solutions
 4. Ideal scenario thinking or the ability to envision the state of perfection for any given situation and work towards attaining that..

Speaker Profile

Aditya Bhalla is the Practice Manager responsible for Innovation Practice at QAI Global Services and expanding the service delivery capabilities for the practice. He has conducted innovation programs for professionals working in engineering and non-engineering firms such as Management Consulting, IT, Telecom, BFSI, Media & Entertainment, Travel, Supply Chain Management and has facilitated over 300 projects spanning different industry segments and has trained more than 1300 people on areas related to Innovation, Lean, and Six Sigma including Governments like Singapore, Egypt.

He has authored over 40 articles on topics related to Innovation, Lean, and Six sigma published in magazines such as ASQ Quality Progress, ASQ Six Sigma Forum, Quality Digest, Altshuller Institute, TRIZ Journal, IDG Outsourcing World, OUTSOURCING, The Business Issues and is on the book review panel of Pearson Education (owners of Addison Wesley, Penguin brands).

Aditya is President of TRIZ Association of Asia (www.trizasia.com) and is one of the two in South Asia to be Certified MATRIZ Level 3 and ITRIZ-IPS, AFD trainer and authorized by MATRIZ (International Association of TRIZ) to certify others on MATRIZ Level 1.

Workshop Outline

Time	Topic	Learning Objective/ Purpose/ Outcome	Mode (ILT)
9:30AM – 10:00AM	Introduction to Innovative Problem Solving	1. What is Innovation and Innovation Management? 2. Why unbridled creativity is inefficient 3. How to make the process of Innovation predictable <ol style="list-style-type: none"> TRIZ – Theory of Inventive Problem Solving <ul style="list-style-type: none"> • Systematic Innovation Five (5)-dimensions • 7 Core skills of Innovators 	Discussion and scenario based
10:00AM to 10:15AM		TEA BREAK	

Time	Topic	Learning Objective/ Purpose/ Outcome	Mode (ILT)
10:15AM – 11:15AM	Core Vocabulary of Innovators	1. Element-Parameter- Value (EPV) 2. Function and Types of Functions 3. System Operator or Multi-screen thinking	Practice on situations
11:15AM – 12:00	How do customers see value?	Algorithm for identifying value creation opportunities	Practice on situations
12:00PM to 1:00PM		LUNCH BREAK	
1:00PM –2:00PM	Abstraction and Analogy Thinking	<ul style="list-style-type: none"> • Abstract the given situation • Analogy thinking to generate solution 	Practice on situations
2:00PM –3:00PM	Contradiction	<ul style="list-style-type: none"> • Formulating Contradictions • Resolving Contradictions by applying principles 	Practice on situations
3:00PM to 3:15PM		TEA BREAK	
3:15PM –4:00PM	Contradiction (cont)	<ul style="list-style-type: none"> • Practice on resolving Contradictions by applying principles 	Practice on situations
4:00PM – 5:00 PM	Ideality	<ul style="list-style-type: none"> • Envision the state of Perfection • Evaluate current solution from Ideal Final Result (IFR) <ul style="list-style-type: none"> ○ Expressing Functions appropriately ○ Identify Useful/Harmful Functions • Refine solution 	Practice on situations
5:00PM – 5:15PM	Resolving Secondary Problems/ Generating Action Plans	<ul style="list-style-type: none"> • Apply earlier concepts in iterative manner to resolve secondary problems 	Practice on situations
5:15PM – 5:30	Review of concepts and closure	<ul style="list-style-type: none"> • Review of concepts covered during the day 	Discussion

REGISTRATION FORM

PARTICIPANT DETAILS

Mr/Mrs/Ms :

Designation :

E-mail :

Mr/Mrs/Ms :

Designation :

E-mail :

CONTACT PERSON DETAILS

Name of Person In-Charge:

Designation :

E-mail :

Company :

Address :

Tel: : Fax :

INNOVATIVE PROBLEM SOLVING 24 FEBRUARY @ HOTEL EASTIN

MEF ACADEMY

3A06-3A07, Block A,
Phileo Damansara II, Off
Jalan Damansara
46350 Petaling Jaya, SELANGOR
Tel: 03-79557778 Fax: 03-79556808

Contact: Ms. Nazlina/Ms. Roszanariah
(Nazlina@mef.org.my /
roszanariah@mef.org.my)

Attached is our cheque no. :
_____ payable to

**MALAYSIAN EMPLOYERS
FEDERATION** (for members) /
MEF ACADEMY SDN BHD (for non-
members)

COURSE FEE (please tick ✓ where applicable)

- MEF members – RM850 per pax
- Non-members – RM950 per pax