



Let's talk about TRIZ

Q&A when you try to introduce TRIZ into your organization

If you intend to introduce TRIZ into your organization, you may be confused. You would hear "TRIZ is splendid" from TRIZ experts, but others say "TRIZ? It never helps." In this presentation, let me try to answer the simple questions and the rumors which TRIZ beginners may face.

Q1 I have heard that there are some better methods.

A1 It might be so. Better methods can lead you to better solutions.

Q2 Is TRIZ the best tool?

A2 I believe yes, but no evidence. But, if TRIZ is not the best, people will go to the best.

Q3 Can you solve a problem inevitably using TRIZ?

A3 Not guaranteed. The output depends not only on the tool but also on your ability.

Q4 Are there any problems you can't solve without TRIZ?

A4 No. You could solve any problems with a great amount of time and accidental inspirations.

Q5 Now I can't find the necessity to introduce TRIZ.



A5 TRIZ is a scientific method that was obtained inductively by researching a great many of patents. It is completely different from other methods like spiritual approaches or trial and error approaches.

Q6 Can I win the Nobel Prize?

A6 I must say it is difficult because some discoveries rather than inventions is required for the Nobel Prize. cf. "levels of inventions"

Q7 I have heard TRIZ doesn't lead to practical solutions.

A7 When TRIZ was introduced to Japan for the first time, some eccentric examples were shown in order to impress the people. Actually you can get practical solutions.

Q8 Can you take out a patent inevitably?

A8 It depends. If your solution is patentable, you can take out a patent. If not, you can't.

Q9 My boss asked me "How much money can we earn if we introduce TRIZ?"

A9 This question is very difficult to answer because it is the manager's job to find out how much they can earn. For your information, "2.3 billion yen per year" was announced (*) as a case of Samsung.

* TRIZ special public discourse 2006.8.28

Q10 If TRIZ is such a good thing, why doesn't it spread?



A10 It is one of the most difficult questions to answer. My ideas are because:

- (1) TRIZ is not well-known. (needs more PR)
- (2) They still believe the past bad rumors.
- (3) Managers don't have enough awareness of problems.
- (4) Managers are clinging to their past successful experiences.

Q11 Should any company introduce TRIZ?

A11 It depends on the policy of the company. If it wants to do creative business, TRIZ will be a mighty weapon.

Q12 Do I need TRIZ software?

A12 Office software is to be used to some extent.

Q13 It takes a long time to use TRIZ, doesn't it?

A13 From certain aspect, yes. But what if you could solve a problem in 3 months that you couldn't have solved for 1 year? And some companies try to shorten the procedure to, for example, 1 day.

Q14 I read some TRIZ book carefully. But, I was stuck.

A14 You need some know-how to carry out TRIZ. I recommend you to be guided by some consultants.