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

Iranian Institute of Innovation & Technological Studies
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TRIZ Activities in Iran
Result for Monday, July 26, 2010
Our Story . My Story

• There are several stories about TRIZ in Iran: before TRIZ, during TRIZ and ... after TRIZ ...

• From:
  - Japanese QCC in my B.Sc. Thesis (Industrial Engineering)
  - KAIZEN Book from APO course of Prof. Dr. Salimi
  - IIIE (Iranian Institute on Industrial Engineering) TRIZ, VE, QFD training experiences
  - IIITS Establishment and TRIZ friends
  - Marriage and making TRIZ families ...

• To: Today and towards Future
Review of Story in Timeline (jump cut)

B.Sc. 1998
Japanese QCC (APO)

TRIZ Activities in Iran

KAIZEN Book (1991):
Prof. Dr. Salimi (1992)

Value Engineering,
QFD, TRIZ,
Six Sigma,
Trainer from Overseas

Masaaki Imai

I can not come!

TRIZ Workshop, Prof. Miloslava Zinovkina & Dr. Rifkat Gareev, Terhan and young IIITS team - 2001
## Problem Solving Strategies & Techniques Conference

<table>
<thead>
<tr>
<th>Problem</th>
<th>Typical Solution</th>
<th>Creative Solution</th>
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<tr>
<td>sharing updated knowledge of TRIZ</td>
<td>overseas keynote should be invited</td>
<td>?</td>
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<tr>
<td>Low budget and time for invitation &amp; coordination</td>
<td>Running the Video Conference</td>
<td>?</td>
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<tr>
<td>Technical audio-visual Problem for web in Venue</td>
<td>Offline Playback of Presentation</td>
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<tr>
<td>Receiving the Digital Copy of Presentation</td>
<td>Duration and Risk of Post System</td>
<td>?</td>
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<tr>
<td>Sending via email and large size of file</td>
<td>Segmented parts</td>
<td>?</td>
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<tr>
<td></td>
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<td>Uploading on the web and downloading</td>
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</tbody>
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- **Simple but important problem for the conference**

TRIZ Activities in Iran. The 6th TRIZ Symposium in Japan. Sept., 2010. by: M. Karimi & S. Salimi ©
Respected Keynote from Japan

PSST 2006
International Conference on
Problem Solving Strategies & Techniques
Held at Teheran, Iran,
on Nov. 26-27, 2006

How I Have Been Learning,
Applying, and Teaching TRIZ

Toru Nakagawa
(Osaka Gakuin University, Japan)

“TRIZ Home Page in Japan”
http://www.osaka-gu.ac.jp/php/nakagawa/TRIZ/eTRIZ/

Video Presentation
November 14, 2006
at Osaka Gakuin University
1. Introduction

- **Big Contradiction:** People looks to find the relevance of science and technology development to the philosophy of life, their belief and God says

- **Technology vs. Nature**
2. People and Power of TRIZ

- Concerns and notes:
  - Iranian are motivated people to learn and think.
  - They wish to understand the backbone and philosophy of methodologies and tools before applying them.
  - TRIZ methodology enables its users to regenerate the tools based on TRIZ philosophy.
  - TRIZ is the knowledge of producing problem solving tools (not just methodology of PS).
Simorgh Legend (Fabulous bird variously identified, 30 Birds)
3. Key Question

- **Our question:** Is it possible to extract problem list and solve the sub problems of big problem with TRIZ (can one do that after learning TRIZ)?
- Is it right to share TRIZ with all
4. Try on “Key Question”

- Looking to find a proper answer for some questions
- Philosophy and TRIZ main concepts (pillars)
- Relevance of Physics science to Human kind role in the world
- e.g. Virtuality and Reality in the World
- Role of Innovators in a country based on national belief
- TRIZ concepts in the core of thinking of next generation
5. What is our key problem?

- To share what has found with our society
- Making the problem model (using ENV)

![Diagram showing the relationship between National Science & Technology Map, Direct, All of the individual actions, and Unity.]

- Life principals
- Life rules
- Life systems
- Life technologies
6. Problem list

- TRIZ for TRIZ: Can TRIZ helps us to promote and applying TRIZ?
- Generate set of solutions to solve “... sharing with society ...” problem
- Set of problems
- Set of solution
- Set of applying the solution and to do list
7. Expand ENV to Function Analysis

- Understanding the society behaviors
- **Major problems** of people in this society
- What is needed to explore and identify problems
- How we can follow ENV contents and analysis
8. National plan for the country

- Following the path which country should follow it
9. Analysis of Function Model

Identification of:

- Weaknesses and causes
- Available resources
- Parallel actions and duplications
- Insufficient functions (similar national competencies but separated, Olympiads, etc.)
- Missed functions
- Different perceptions of managers and response persons about Innovation
- Occasional/one time events
9.1. Managers mentality and Thinking approach

• What is going on in the mind of top level managers of country (i.e. 1979 revolution in Iran)

• How the industrial and non governmental organization managers think and decide

• What are their reaction on TRIZ? (a new unknown methodology while there are TQM, Value Engineering, Six Sigma, Lean, QFD, etc.)
10. Hints and Solutions

- No contradictions, different missed and insufficient function ... new elements
11. Type of solutions

- We are non governmental and independent.
- We wish to affect on top level decisions and plans.
- Type of solutions: improvement & creation
- Establish/shaping a semi consortium joint
- Notes & concerns: ability, acceptance, position, etc.
11. (cont.) Expansion on the model

- Innovator government
  - Advisor for auditing innovator government
  - Auditing package for innovator government
  - Accreditation for innovation of government

- Innovator organization
  - Advisor for auditing innovator organization
  - Auditing package for innovator organization
  - Accreditation for innovation of organization

- Innovation
  - Advisor for auditing innovation
  - Auditing package for innovation
  - Accreditation for innovation of individuals

- Conference
  - Journal

- Consortium
  - TRIZ Activities in Iran
  - 6th TRIZ Symposium in Japan
  - Sept. 2010
  - by: M. Karimi & S. Salimi

- Media
  - (TV, Radio, Magazine, Newspaper, Web)
  - Accreditation section
  - Scientific collaborations
  - Promotion and cultural influences
12. What should we do?

Each of them has their own specific problem list and also the applied solutions!
12.1. Media Experiences

Valeri Suchkov, “Father & Son” and … on Morning Talk Show of Channel 2
Talking about TRIZ in Radio

- **Situation:** Talented people and University Faculty invited there for interview (expert in their field, do not know TRIZ)

- Talking to them in the Radio Studio, defining questions based on TRIZ. They face by new creative questions and ask: “where did you learn to ask such a questions?”

- **Result 1:** Talking about TRIZ with them!

- **Result 2:** Also learn and find TRIZ concepts in their field of knowledge
Talking about TRIZ in TV

- **Initial problem:** Difficult for managers to accept talking about TRIZ as an unknown knowledge
- Satisfied by new ideas for talk show production, asking “How did you find them?” then requested to talk about TRIZ!
- The 5 episodes of “TRIZ introduction” series, broadcasted in Channel 4 (3 times) and then shared with Education Channel (now channel 7) to show.
- **Impacts:** Current requests to talk about TRIZ concepts, applications and examples in talk shows (Channel 1, 2, 4, 5 and 7)
12.2. TV Shows

Nikolai Khomenko, Hongyul Yoon, Darrell Mann and TRIZ introduction Series … on Channel 4
“Partow” (Ray) Live Evening Show about New Science and Technologies on Channel 4
Nikolai Khomenko and Mahmoud Karimi ... on Channel 4
(in memory of Prof. Salimi)
Breakfast Show in Channel 2

Valeri Souchkov and Mahmoud Karimi talking about the Creativity and TRIZ
2 Steps to the Morning (Night Talk Show of TV4)

Nikolai Khomenko, Mahmoud Karimi and Dr. Eissa Jalai
(Psychologist-Talk Show moderator)
12.3. TV Series

Nikolai Khomenko, Mahmoud Karimi, Late Prof. Salimi and Sara Salimi … on **Channel 4**

TV Series of TRIZ Introduction

- Concept of Ideality using Stairs and visual effects
- Bringing the concept to picture
- TRIZ training for Director, cameraman and editor (~6 month)
12.4. TRIZ trainings
Senior Managers of Tehran Municipality

TRIZ Workshop and 3 live case studies:

12.5. TRIZ tutorial and workshops

Workshop for Bank Maskan

Tehran Teenagers’ Cultural Center

International Management Conference

Marketing Management Conference

TRIZ for leaders of “Tehran Teenagers Culture and Art Center”

Library problem and Function analysis
“Bank Maskan” TRIZ Workshop and Problem Solving Course

Instead of oral sessions for 500 experts around Iran, a multimedia training pack prepared: Voice, Video, Text and also the final exam worked as puzzle.

Interesting result from different cities and branches
12.6. TRIZ books in Farsi

- 2001, 336 Pgs
- 2005, 408 Pgs
- 2006, 160 Pgs
- 2007, 141 Pgs
- 2007, 232 Pgs
- 2010, n Pgs

New books are in progress and to be published.
12.7. Newspapers and Magazines

Weekly column in “Jam-e-Jam” and “Hamshahri” newspaper

12.7. (cont.) Problems and Solution

Introduce TRIZ with people

• Typical Solution 1: Print brochure in thousands
• Typical Solution 2: Order newspaper to print TRIZ topics and pay for that (like an advertisement)
• An Ideal Solution: Newspaper print TRIZ material and also pay you!
12.7. (cont.) Content of Newspaper

- Different topic about Innovation methods, tools and techniques: Case Study Review
- Science Fiction: Using Trends of Evolution as the main theme and following the special issue of week
- Analysis and prediction: Using Multi Screen tool and analyze the issue of the week ...
- Imported Experiences: Problems and Solutions around the World and discussion about similarities in Iran and Tehran
13. To be sustainable

• Considering TRIZ laws of evolution
• Need to have an **IDEAL system**
• **Self service and dynamic**
• Collaboration of talented interest people who learn, apply, research, promote, teach and affect on TRIZ knowledge
• ... and a Road map for every one and whole system (**Problem Solving Club**)
14. What are impacts now

- Receiving requests for deploying TRIZ in master plan and strategic plan from organizations (IRIB: Iran Broadcasting System, TV Channel, Police University, Ministry, etc.)
- Requests of organization for TRIZ training packages
- Bachelor and Master thesis
- Feedbacks of ordinary and talented people (teachers, students, flight crew, minister, retired man, researcher, inventor, Intellectual Property expert, factory manager, young inventor, etc.)
متری: هدف 3 رقیقه برای هر فیلم کوته
تکنیک: اجرای رست اینمیشین
رستار: غادانه کاسینی، فلورانس، ایتالیا
رستار: غادانه کاسینی، فلورانس، ایتالیا
انمیشن: هری فلوسر، مونیخ، آلمان
موسیقی: ویستر موریک، برلینسرک، آلمان
تولید: نوئل تانیو ۲۰۰۸ میلادی. فروردین ۱۳۸۷

برگیرنده‌های فارسی: مؤسسه مطالعات نوآوری و فناوری ایران، مهندس کریمی و سارا سلیمی

(IIIITS.org - Mahmoud Karimi & Sara Salimi)
15. Ongoing/Onward activities

- Directing the problem solving club
- Right set up in new area and application
- More research and deeper studies on TRIZ
- Promotion of TRIZ for Kids programs (OTSM-TRIZ)
Training in Tajikistan-July 2010

Joint Projects of NGO of Tajikistan & Iran

IIITS: Creativity, Problem Solving & OTSM-TRIZ for Kids & adults

Introduction of Yes-No Games System

質問 & 答え
Questions & Answers

あなたの注意に感謝
Thanks for your attention

THANKS for you INVITATION
Thanks all of my colleagues in IIITS and Iranian people who support/promote TRIZ

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