

# **Risk management for improvement in Performance by TRIZ**

**Growth Timing and Market Size Known by Risk Management**

**Risk management society  
Risk management initiative group**

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# What is the risk management?

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Factor to **obstruct** business target

Management of disaster, damage, and loss



Risk management of **negative aspect**

# What is the risk management?

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What is the risk management of **the positive side**?

Risk of **not obstructing** business target?



**Dual nature** of risk management

# What is the risk management?

**Uncertain element** that influences business target



**The positive side and the negative aspect exist in "Risk".**

It is not only "Risk = damage and loss. "

# Relation between TRIZ and risk management

**Innovation** of the other companies



It creates it with TRIZ.

Its own **business continuing crisis**

Risk management (RM)

**TRIZ and RM are consistencies.**

# Relation between TRIZ and risk management

## Innovation by TRIZ

Solution of social task

Creation of thing and service

⇒ **There is previously a problem.**

## Risk management

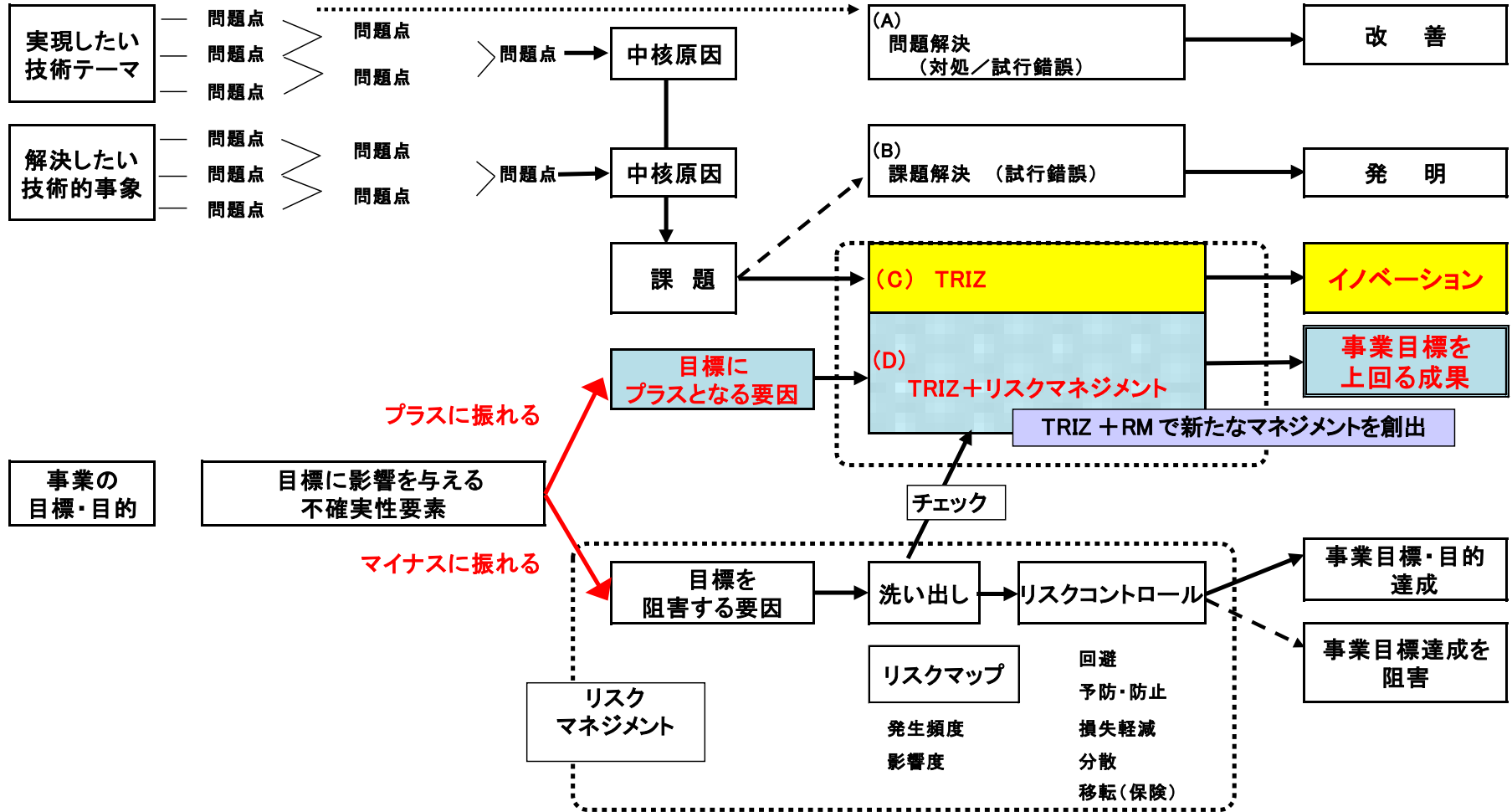
Management of uncertain element

The one to overturn the ready-made technology  
when the other companies produces ••

⇒ **The problem generation is forecast.**

**The occurrence of the innovation is forecast.**

# Relation between TRIZ and risk management



# Relation between TRIZ and risk management

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It is **an added uncertain element** in the business target.

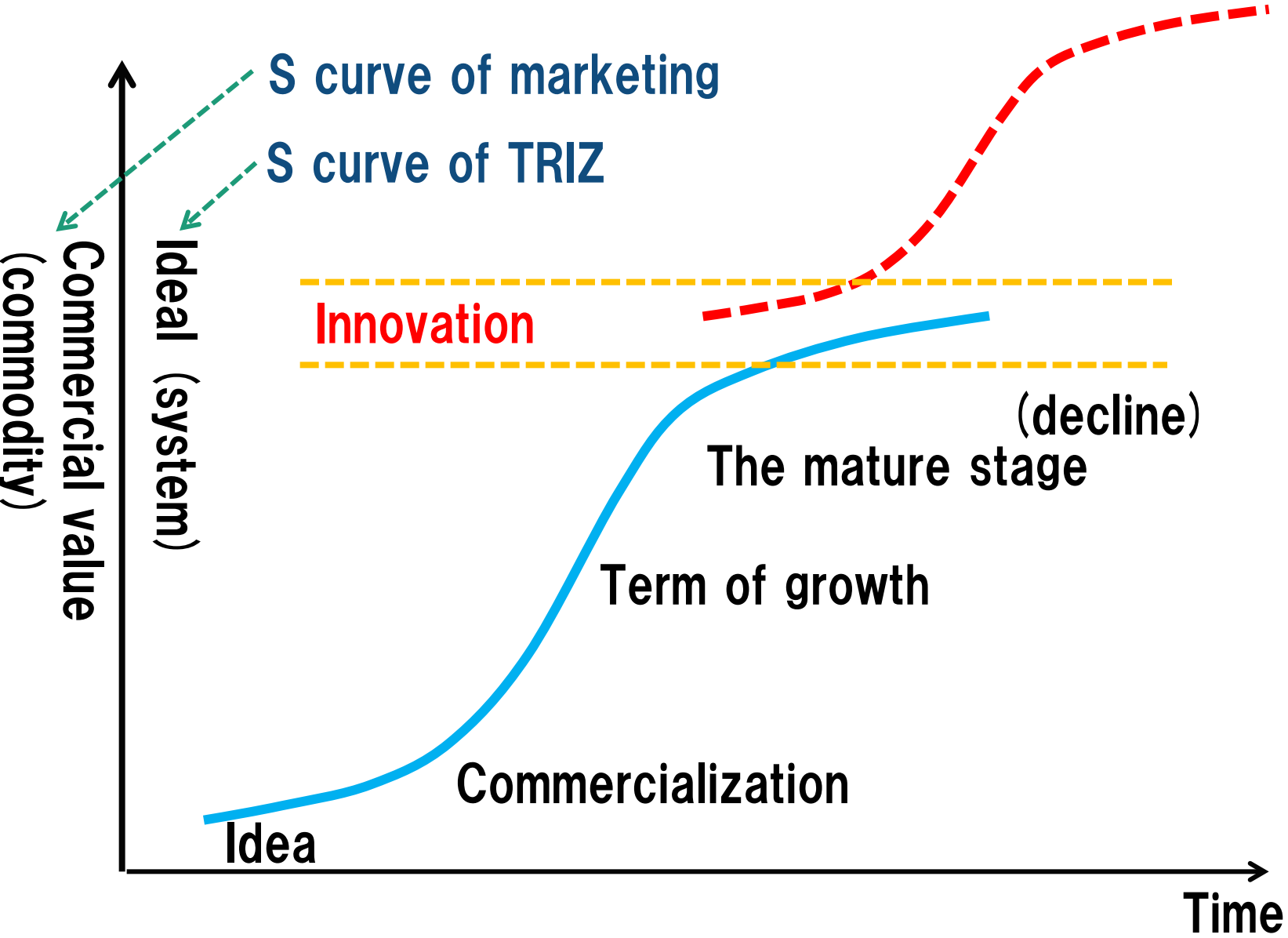


**New product rollout and market scale expansion  
(Marketing field)**

It is risk management in the idea of **S curve**.



# What is S curve?



# What is S curve of the commodity?

**Grade development of commodity  
(The basis is the same)**



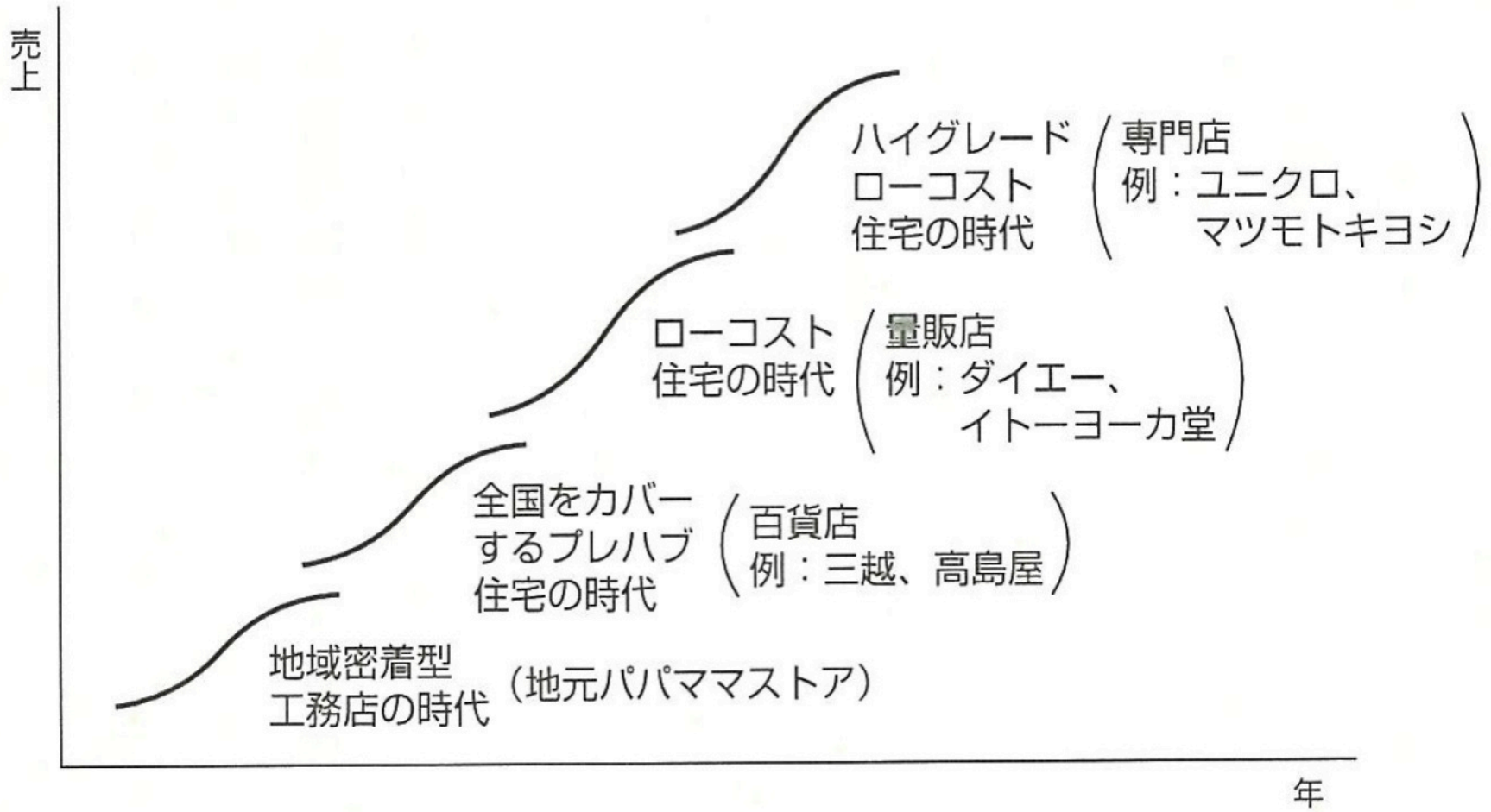
**Point of TRIZ**

**Technological improvement**

**Point of RM**

**Delay of new product development  
Development ability shortage  
Financial deficit  
Immaturity of market acknowledgment**

# What is S curve of the industry?



# What is S curve of the industry?

The technology of another industry is applied.

⇒ Product obsolescence of ready-made technology

An unknown rival is a new entry.



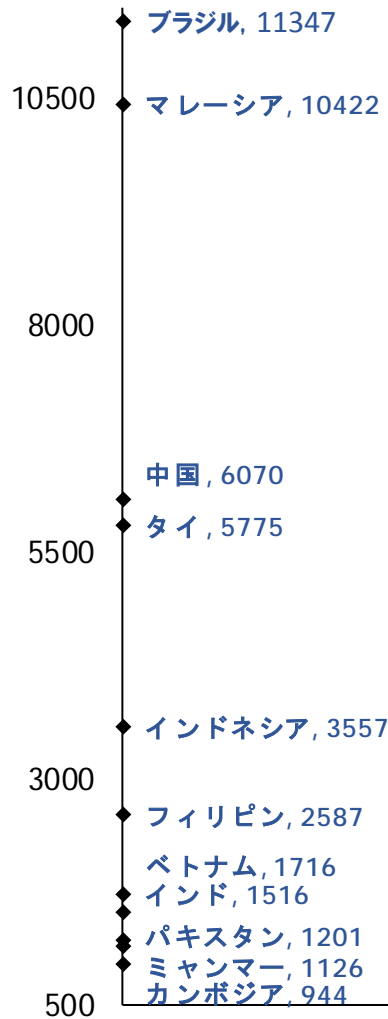
**Point of TRIZ**      **Technical improvement**

**Point of RM**      **The requested one**  
**Change in infrastructure**  
**Technology of another industry**

# What is S curve of a global market?

## 1人あたりGDP

(2012年・USドル)



紙おむつ



# What is S curve of a global market?

The economic transition that occurs in the advanced country occurs also in the developing country.  
A smart phone is not a development type of the black telephone.



**Point of TRIZ**

**Changing of GDP per person**

**Point of RM**

**Overseas presence's delay**

**Changing of GDP**

**Ascertainment of licensing-in**

## Point of RM for chance

- 1、 It notices by understanding S curve at the chance.**  
Timing of improved goods appearance  
from S curve of commodity
- 2、 The innovation is caused by S curve of the industry.**  
The innovation from another industry is noted.  
Oneself executes the technical improvement.
- 3、 Application in global expansion developing country**  
The market doesn't reduce.

## Point for execution

### **1、CEO's strong determination and impellent**

Do you made the innovation the other companies or cause it by itself?

### **2、New organization and management**

All company development by top down  
It is an accident in an existing system.

### **3、It advances to the maximum market consumer field.**

Preparations that make developing country target



## Risk management to grip chance

The market doesn't reduce.

Means to connect directly with improvement of corporate performance

**The execution of the risk management by TRIZ for the achievement improvement**

General foundation risk management society Association of Risk Management Japan  
RIMS Japanese branch Risk and Insurance Management Society Japan  
Chapter

<http://www.arm.or.jp/>

#### 【Reference literature】

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