

Lecture proposal

TRIZ thinking[®] seminar & workshop for Creative Problem Solving

<https://www.etriz.com>

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Instructor



Jeongho Shin, Ph.D.
Problem-Solving Expert



Academic and Professional background

- Ph.D. in Mechanical Engineering, [KAIST](#) (2005)
- Researcher at Design Methodology Lab, [Technical University Berlin](#) (2002-2004)
- Senior Researcher at Production Research Institute, [LG Electronics](#) (2004-2012)




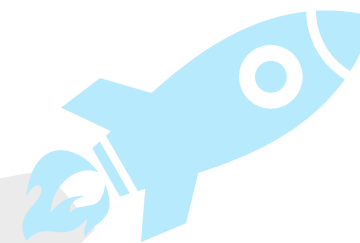
Major publications

- TRIZ Thinking Revised edition (2022)
- Stealingbook Revised edition (2021)
- Counseling agency of Great Inventor TORIZ 1,2,3 (2021) among others



Public Lectures

- CBS, 15 Minutes to Change the World [in English subtitles](#) 
- YTN, The Chair of Changing Thoughts 
- APEC-KIPO conference [in English](#) 



TRIZ thinking

What is it?

What is **TRIZ thinking**[®]?

1

Creative Problem Solving methodology

TRIZ (Theory of Inventive Problem Solving) is a methodology created by [Russian engineer Genrich Altshuller](#), who analyzed over 2 million patents worldwide to identify patterns of problem-solving and contradictions.

2

Innovation Tool for Global Companies

TRIZ is an innovation tool adopted by many leading global companies, including [Samsung, LG, GE, and Intel](#), to enhance the problem-solving capabilities of their members and achieve innovative results.

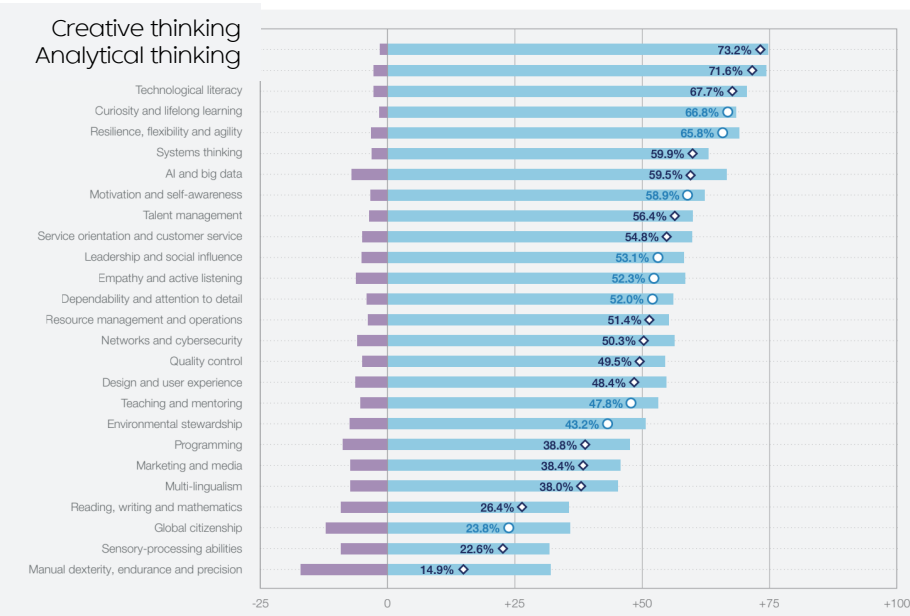
3

Growth mindset for Problem Solving

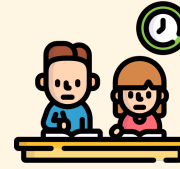
The program is systematically designed to [enhance members' problem-solving abilities](#), enabling immediate application in their work and daily lives.

Why is TRIZ thinking® essential?

In the era of the 4th Industrial Revolution, cognitive skills are reported to be growing in importance most quickly, reflecting the increasing importance of **complex problem-solving** in the workplace. TRIZ Thinking is highly recommended for everyone who needs innovative solutions.



Share of companies surveyed
Future of Jobs Report 2023, WEF



College Students
preparing for employment

The key competency that companies seek is **problem-solving ability**. TRIZ thinking will enable you to present your own creative ideas for any complex problem.



Employees
delivering outstanding results

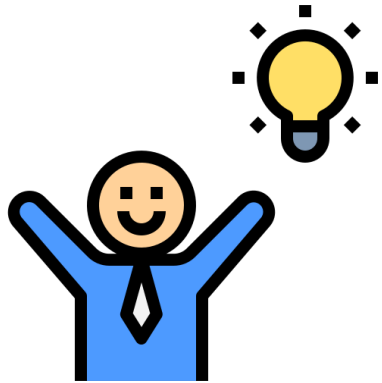
Do you want to achieve results in important projects? Connect your creative ideas to **outstanding performance**. You will be recognized as a key talent faster than others.



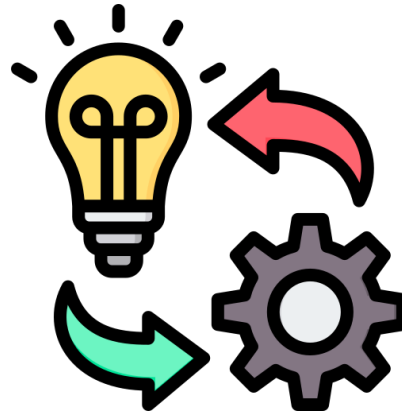
CEOs
seeking a breakthrough

Do you need a **breakthrough** for your company's growth? Resolve chronic issues and discover new growth drivers. You will find sustainable growth engines essential for the survival of your company.

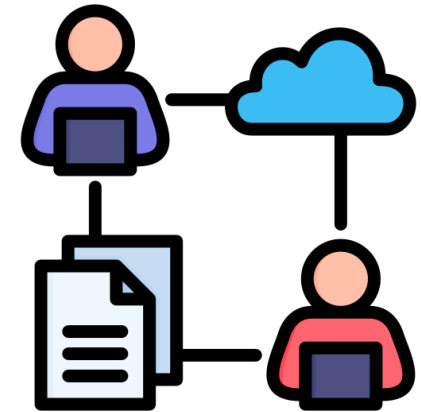
Expected outcomes of **TRIZ** thinking



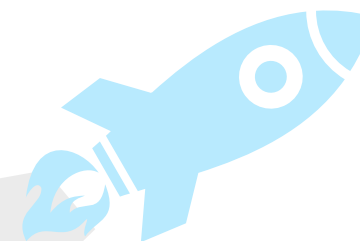
Enhanced
problem-solving skills



Ability to generate
innovative solutions



Improved
team collaboration



TRIZ thinking
Seminar

for understanding fundamentals of TRIZ thinking

Seminar Overview



Title

TRIZ thinking as a Growth Mindset Approach



Duration

90 minutes Lecture + 30 minutes Q&A ([adjustable as needed](#))



Key Content:

Core principles of TRIZ thinking that lead change and innovation

- Mindset for Problem Solving | [I'm creative!](#)
- Setting Ideal Goals | [Pursue Ideality!](#)
- Generating Creative Ideas | [Steal without hesitation!](#)

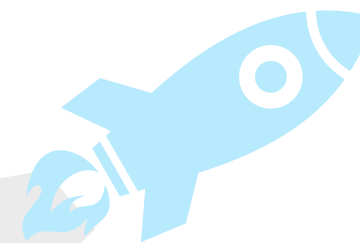
Seminar Abstract

In today's rapidly evolving world, the ability to solve complex problems creatively is an essential skill for driving both personal and organizational success. The seminar, "[TRIZ Thinking as a Growth Mindset Approach](#)," offers a comprehensive introduction to innovative problem-solving methodologies crucial in the Fourth Industrial Revolution. This session is systematically designed to enhance participants' problem-solving abilities, enabling immediate application in their work and daily lives.

[This seminar focuses on understanding and utilizing the core principles of TRIZ \(Theory of Inventive Problem Solving\)](#). Developed by Russian engineer Genrich Altshuller, TRIZ is a powerful methodology used to systematically solve complex problems and foster innovation. Participants will learn how to develop a growth mindset for embracing change, methods for setting goals that make effective use of limited resources, and techniques for generating ideas to achieve ideal goals. This will build creative confidence in problem-solving and motivate participants to tackle new challenges with enthusiasm. Key content includes cultivating a mindset for problem-solving with the belief "I'm creative," setting ideal goals through the approach "Pursue Ideality," and generating innovative ideas under the principle "Steal without hesitation."

Dr. Jeongho Shin, an expert in innovative problem-solving, will lead the seminar. He holds a Ph.D. in Mechanical Engineering from KAIST and has extensive experience as a researcher at the Design Methodology Lab at the Technical University of Berlin and as a senior researcher at the Production Technology Institute of LG Electronics.

The seminar aims to equip participants with the skills needed to address current challenges and proactively drive change and innovation. By leveraging creative problem-solving methods, individuals can not only overcome obstacles but also identify new opportunities for growth and improvement.



TRIZ thinking

Workshop

for practical applications of TRIZ thinking

One-day Workshop



Title

Creative Problem-Solving Workshop using TRIZ thinking



Duration

6-8 hours (adjustable as needed)



Key Content:

Practical workshop for solving problems creatively using TRIZ thinking

- Part 1: Basic concepts of TRIZ thinking (included in seminar content)
- Part 2: Team-based creative problem-solving process
- Part 3: Sharing results & Introducing Case studies

Workshop Curriculum



Part 1: Basic concepts of TRIZ Thinking [2 hours]

- Mindset for Problem Solving | *I'm creative!*
- Setting Ideal Goals | *Pursue Ideality!*
- Generating Creative Ideas | *Steal without hesitation*



Part 2: Team-based creative problem-solving process [2 hours]

- Modeling Contradiction and Question formulation
- Applying 40 Inventive principles
- Idea generation with TRIZstorming



Part 3: Sharing results & Introducing Case studies [2-3 hours]

- Sharing and Feedback on Practice content
- Introducing Real-World Case Studies of Technical & Business Problems
- Advice on Applying to Research Work

Tools for TRIZ thinking

TRIZ Doctor Idea card:

Created to easily utilize the 40 Inventive Principles of TRIZ in problem-solving activities.



「1. 카드 펼치기」



「2. 카드를 이용한 브레인스토밍」



「3. 원리를 적용하여 빠르게 아이디어 도출」



「4. 아이디어 포스트잇 연결」



「6. 아이디어 평가」

「5. 트리즈스토밍 보드 구성」

Workshop Abstract

In today's fast-paced world, the ability to solve problems creatively is crucial for personal and organizational success. The workshop, "[Practical Problem Solving Using TRIZ Thinking](#)," offers a hands-on approach to applying innovative problem-solving techniques, complementing the theoretical foundation provided in the seminar.


This workshop focuses on [applying TRIZ \(Theory of Inventive Problem Solving\) principles to real-world scenarios](#). Participants will engage in exercises to develop a growth mindset, set strategic goals with limited resources, and generate creative ideas. The goal is to build confidence and motivation to tackle new challenges effectively.

The workshop consists of three parts:

In Part 1, participants will explore TRIZ Thinking fundamentals, focusing on a creative mindset, ideal goal setting, and innovative idea generation. Part 2 involves team-based exercises, including contradiction modeling, using the 40 Inventive Principles, and TRIZstorming for enhanced creativity. Part 3 focuses on sharing results, feedback, and exploring technical and business case studies while applying TRIZ to research.

Dr. Jeongho Shin, an expert in innovative problem-solving, will lead the seminar. He holds a Ph.D. in Mechanical Engineering from KAIST and has extensive experience as a researcher at the Design Methodology Lab at the Technical University of Berlin and as a senior researcher at the Production Technology Institute of LG Electronics.

By participating this workshop, attendees can expect enhanced problem-solving skills, the ability to generate innovative solutions, and improved team collaboration, fostering a hands-on experience that empowers creative solutions in both professional and personal contexts.



Join our **TRIZ Thinking** training to enhance your innovative problem-solving skills.

This program empowers participants to generate creative ideas and achieve outstanding results by transforming challenges into opportunities for success.

By participating in this workshop, attendees can expect enhanced problem-solving skills, the ability to generate innovative solutions, and improved team collaboration.

If you have any questions, feel free to contact us at jeongho.shin@gmail.com.

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