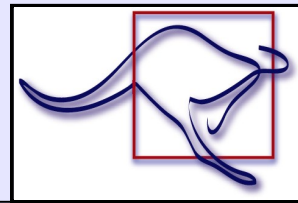


TRIZ-based Management Strategy in Mainstream Organizations

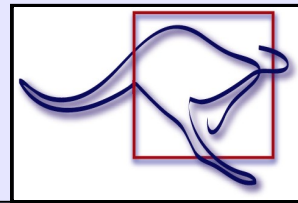
John Grüter, Digital Knowledge
July 27, 2009

What is Digital Knowledge?



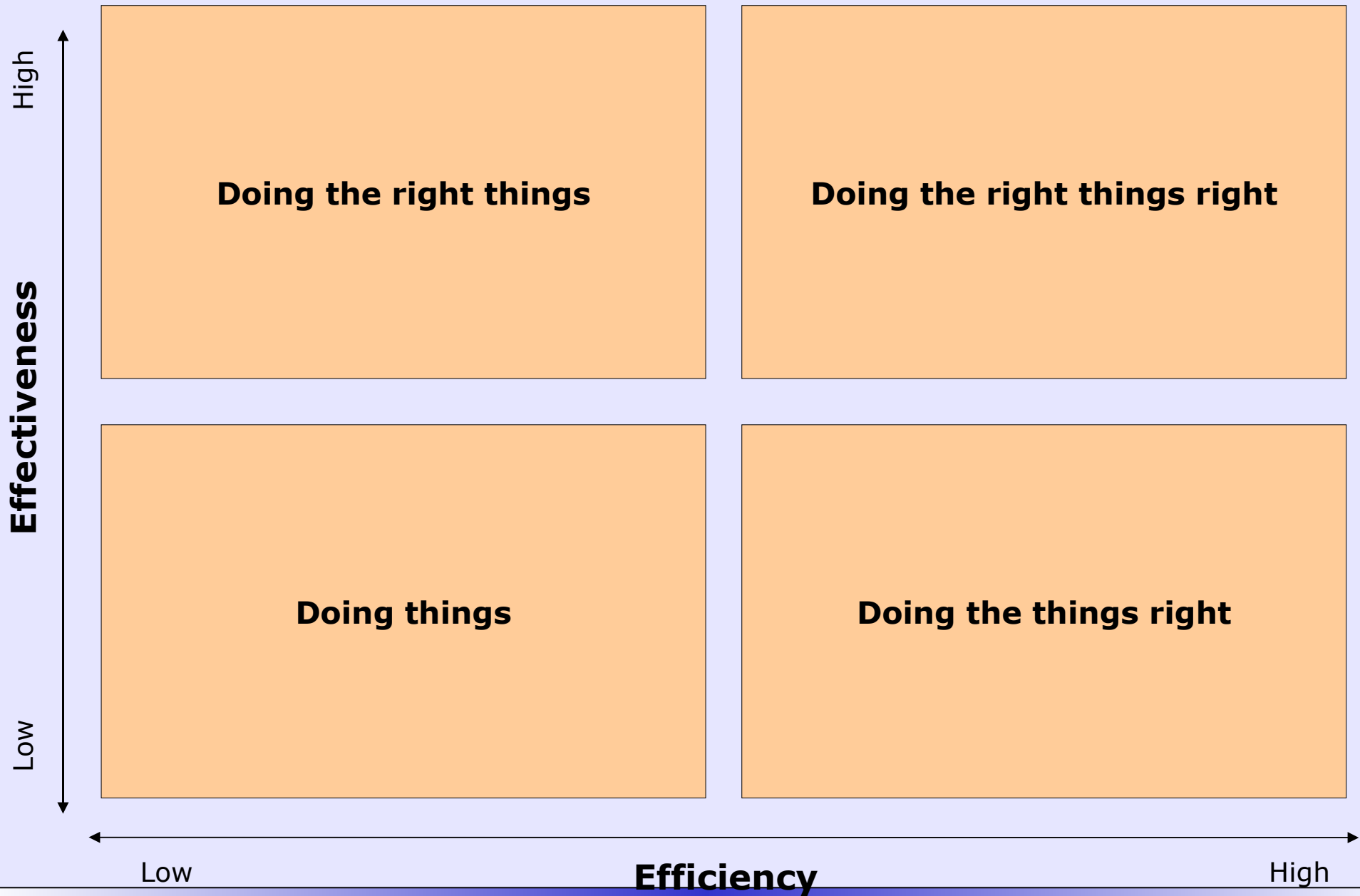
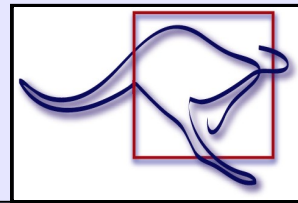
- Small business consultancy
 - 45 years of experience
 - Methodology
 - Information Technology
 - Process Management
 - Business Change Management
- Involved in TRIZ since 2003
 - TRIZ for Business & Management
 - OTSM-TRIZ
- Focus
 - Helping “learning to learn”
 - Children
 - Organizations
 - Knowledge management
 - Business change management
 - Product & process management
 - Process improvement

Method, methodology, systems of methods

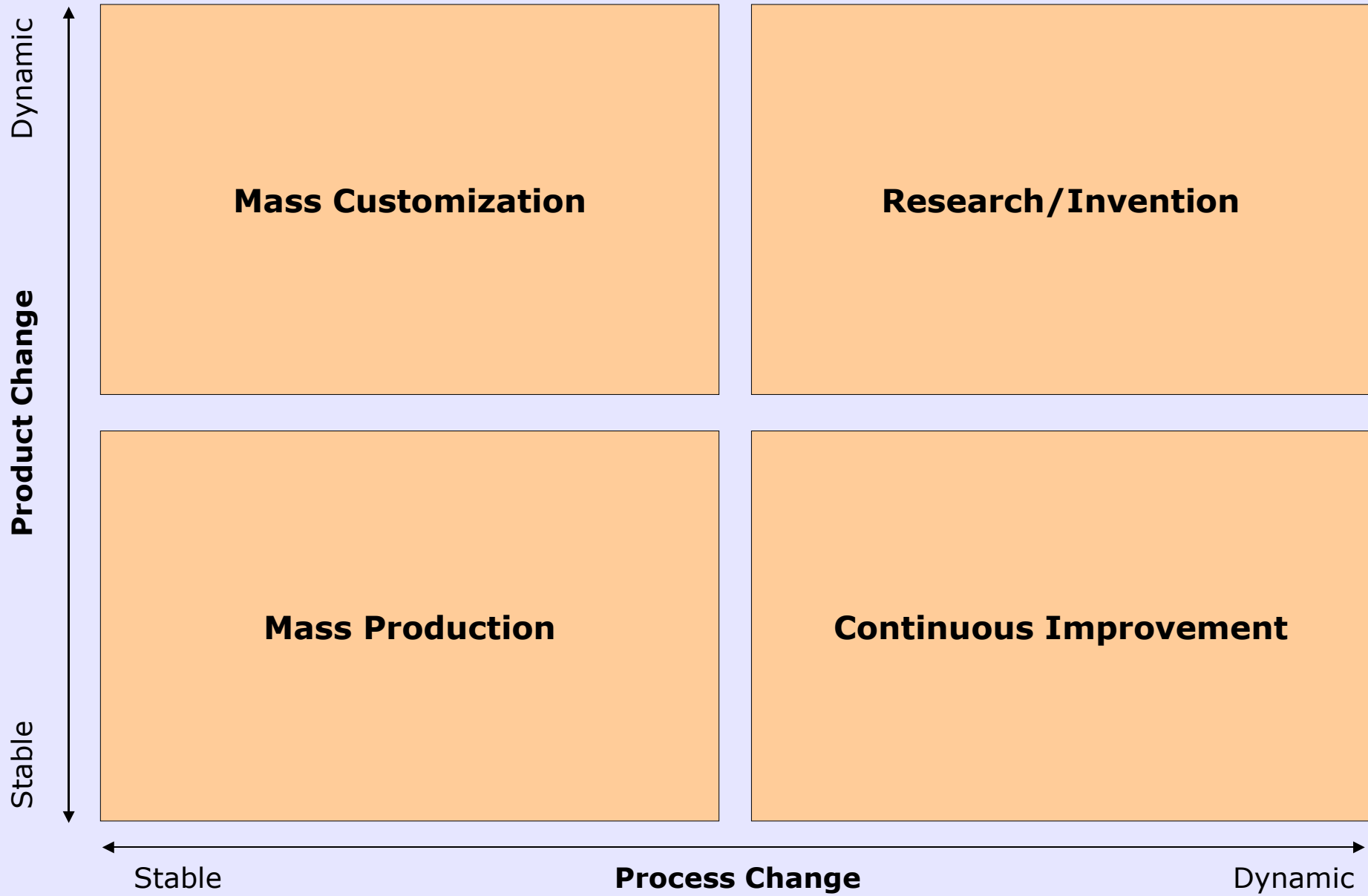
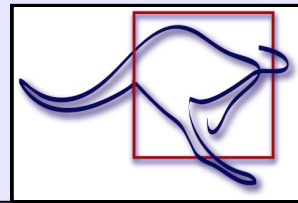


- Generalised set of step-by-step activities, based on expert knowledge, experience and philosophy
- Usually:
 - strong on step-by-step activities
 - weak on context & content
 - weak on philosophy: compromise
 - weak on application: aspect-specific
 - RIGID: inflexible
- TRIZ:
 - very strong on step-by-step activities: algorithms
 - extremely strong on context & content (Body of Knowledge)
 - strong on philosophy: synthesis
 - very strong on application: generic, holistic
 - FLEXIBLE
 - ***weak on adoption: Russia's best kept secret***
- We like TRIZ
 - however, how to apply TRIZ to generic business issues?
 - when is a business effective?
 - when is TRIZ effective for a business?

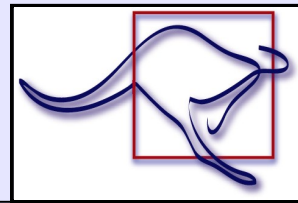
Efficiency vs Effectiveness



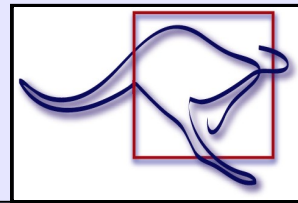
Pine: Mass Customization



Christenson: The Innovator's Dilemma

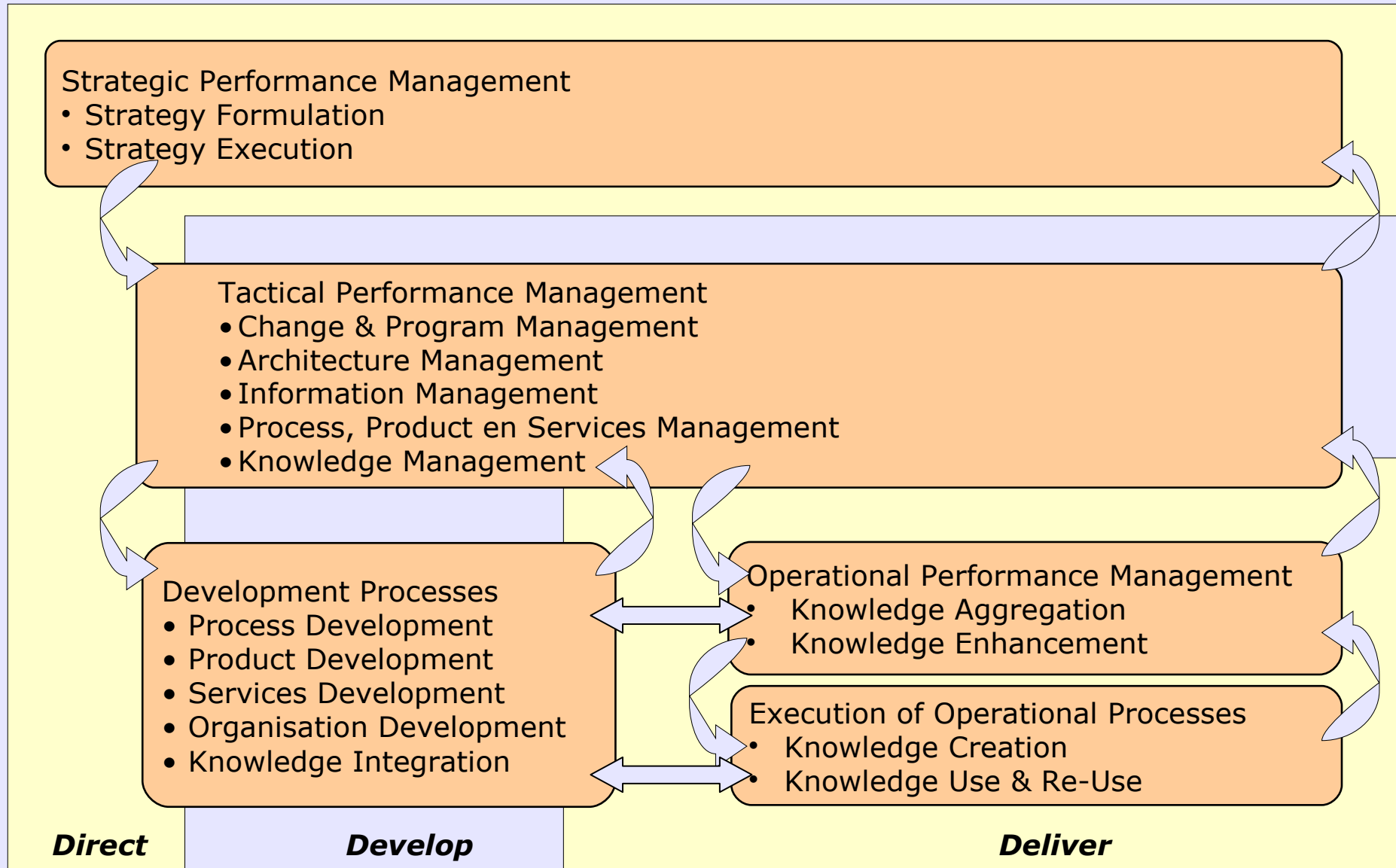
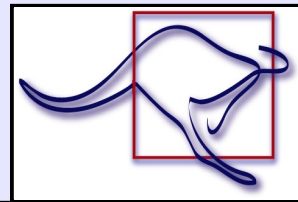


How can TRIZ affect generic businesses?

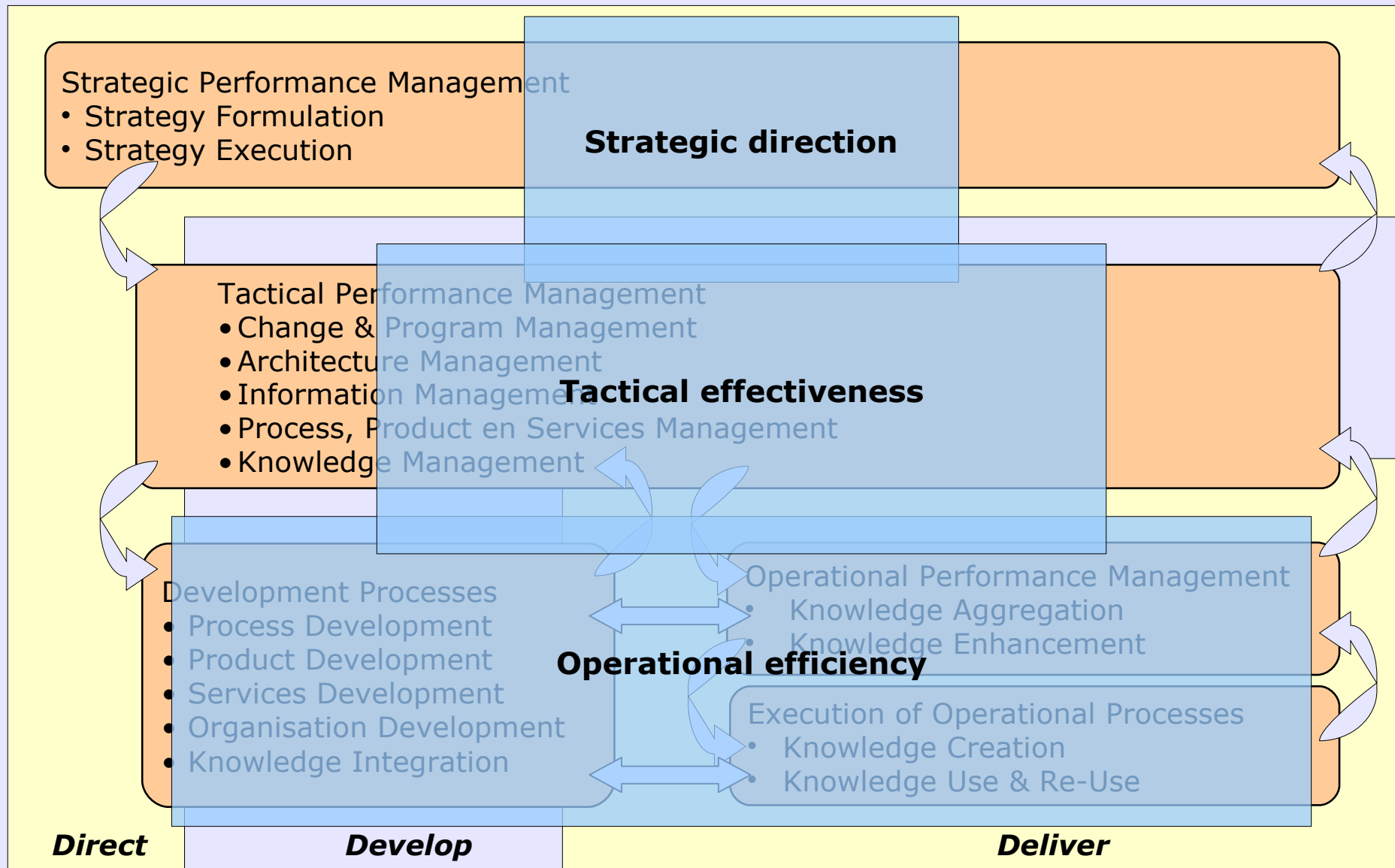
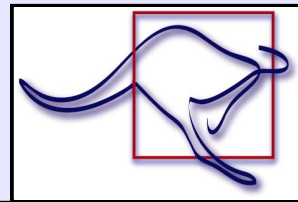


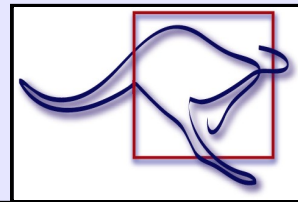
- Process
 - Tying business development to
 - product development
 - process/services development
 - Virtual departments, tactical teams
 - change management & management of change initiatives
 - business development
 - knowledge management
 - similar to [Master] black belts, but structured
- Performance management
 - institutionalized, not project-based
 - providing measurement instruments
 - efficiency for operational processes
 - effectiveness for tactical processes
 - direction for strategic processes

MCS Business Architecture



MCS Business Architecture: Extended version





Questions?
