

## TRIZ Today

TRIZ is a Russian acronym for a “Theory of Solving Inventive Problems”. It was originated in 1946 by Russian engineer Genrich Altshuller, who decided to develop a “science of creativity” to understand how people solve problems and come up with creative and innovative solutions. Altshuller and his associates undertook a great effort to reach this goal: during many years they studied dozens of thousands of inventions, documents, books, creative works, and discovered a number of underlying principles of creativity and creative problem solving. These principles were later tested and proven by numerous applications worldwide.

Modern TRIZ is a collection of tools and techniques which offer systematic guidance to recognize the roots of problems and driving forces of systems evolution, and apply TRIZ principles and patterns to overcome contradictions and discover new breakthrough innovative concepts. The power of TRIZ resides in combination of a systematic approach to creative stages of innovation and knowledge bases which store previous creative experience of many generations of innovators.

Although originally developed for technology and engineering, recently TRIZ was extended to non-technology areas: business, management, advertisement. A simplified and adapted version of TRIZ is taught to kids to help them acquire strong thinking skills and develop creative imagination.

Today TRIZ is used by many organizations, among which are Boeing, Matsushita, Philips, Proctor & Gamble, Samsung. During last several years, Samsung obtained more than 300 patents developed with TRIZ, and TRIZ was mentioned by *Fortune* magazine as one of the factors of the company success. TRIZ associations exist in China, Germany, France, Japan, Mexico, Korea, Russia, Taiwan. More than 140 books on TRIZ were published in 10 languages. TRIZ Today

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