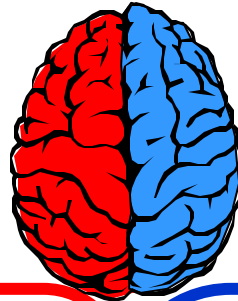


# 25+ Strategies For (Excitement Quality) Innovation, Problem Solving, and Research

“Left” Brained Approaches  
(Science & Technology)

“Right” Brained Approaches  
(Psychology)



\*\* 6 TRIZ Tools  
& Techniques

## “Left Brained” Strategies

- 1) Knowledge base of 7,500 Scientific Effects \*\*
- 2) Separation Principles for Physical Conflicts \*\*
- 3) Inventive Principles for Engineering Conflicts \*\*
- 4) Technology Trends and Forecasting \*\*
- 5) The “Ideal” System and the Use of Resources \*\*
- 6) Strategic Patent Analysis
- 7) Semantic “Knowledge” Mining

*Design  
Concepts*



## “Right Brained” Strategies

- 8) Industry Trend Analysis
- 9) Lateral Benchmarking
- 10) Scope Expansion
- 11) Customer Modifications
- 12) The Trimming Technique \*\*
- 13) Common Denominators
- 14) Feature Transfer



*Manufacturing  
“Challenges”*



- 15) Classic Brainstorming
- 16) Have the “Right” People
- 17) Focused “Painstorming”
- 18) Abnormal Uses/Applications
- 19) Enlivening the “6 Senses”
- 20) Super Lateral Benchmarking
- 21) Using Nature
- 22) DeBono’s 6 Hats
- 23) “Sales Point” Scrutiny
- 24) Time Savings Activities
- 25) Can’t Fix it?, Feature it!
- 26) The “Pagoda” Effect
- 27) And more. . . .

*Process  
Concepts*



 Link to the “Big  
Picture Roadmap”

 Link to detailed explanation  
of the 27+ Techniques