

## First Steps

"The tragedy of life is not that it ends so soon, but that we wait so long to begin it." W.M. Lewis.

Our training starts with the belief that you want to do something and **attitude** is key to success.

Learning has to be **active** to be **effective**

**Innovation can be divided into four phases:**

### **Preparation, Incubation, Illumination and Verification**

Preparation - getting ready for the unexpected, wanting to explore the unknown, being willing to work at it until successful.

Many people may start with the belief that it won't make any difference, it won't be good for them, or something else will take over and the task will not be completed.

Incubation - it takes patience waiting for the egg to hatch. Interfere too much and nothing will break out of the shell.

Incubation benefits from whole brain, gestalt, slow thinking and connection making.

Illumination - Not too much and not too little. Too much and everything will seem like a bright idea. Too little and the little dark possibilities may go unseen.

Verification - examine closely a new idea and you will find many things wrong with it! Fall in love with a new idea and you will never see anything wrong with it.

Verification needs a carefully balanced approach to lead to the best ideas.

The steps through Preparation, Incubation, Illumination and Verification are not just about going straight forward. Progress requires the to and fro evaluation of ideas as they are generated. You want evaluation to give you a good sense of direction but not a definite place to be.

What is needed is a process which helps you handle where you are and where you might go. TRIZ is one such process, and there are others.

The process of **TRIZ** (The Russian acronym for the Theory of Inventive Problem Solving; developed by **Altshuller**) is based on researching millions of patented inventive solutions. You state the product solution desired, state what you can do and what you do not know how to do, state what contradictions occur in current known methods (what goes wrong when you do more of the same) and work through what if? questions as you try to deliver a solution by applying different principles of physics and materials science.

But TRIZ works not because it is based on researching patents but because it helps your thinking process move steadily from initial preparation through to verification.

Synectics has been developing creativity and innovation processes for more than 30 years - achieving such recognition that the word 'Synectics' has now been entered into Webster's Dictionary!

But Synectics works not because they researched how people came up with brilliant ideas but because it offers, just like TRIZ, a way of handling each stage in the innovation process.

But even with the best processes in the world, there is a touch of skill, a bit of experience, and a generous dose of the right attitude needed to bring out success.

We believe that doing nothing is not an option, morally, ethically, and profitably. "We must be the change we want to see in the world" - Mahatma Gandhi.