

Creativity and Software

Our principal business is innovation. We help people generate new ideas, evaluate those ideas and help them take steps from creativity to delivered innovation; software can help in all stages of innovation. We are well aware that when people switch their computers on, often their minds switch off. So we start with the people and the thinking. Only later do we say, "there is software and it can be a great help".

The software often triggers new ideas, offers speed in generating those ideas, helps capture and develop the ideas and contains knowledge from research for the evaluation of potential innovations.

The faster you can process ideas the more connections between ideas you can make. Software helps the thinking processes work more efficiently.

But people come first, and before you dive into what ideas you might get from any software you might like to explore what kind of future you are looking for. So we would want to start with, where you are and where do you want to go. We help companies by generating an environment where what is really important becomes clear, and what is not important can be left behind.

TechOptimizer (from the **Invention Machine Corporation**) provides knowledge based on the material sciences of physics, chemistry and mathematics. It provides a basis for structuring thinking using TRIZ contradictions. It provides clear patterns of trends of evolution of devices which trigger new ideas rapidly.

The Innovation Workbench is produced by **Ideation**, based in Detroit, whose Chief Scientist, Boris Zlotin has practised TRIZ for 24 years.

The Innovation Workbench takes you through TRIZ stages step by step, from the Innovation Situation Questionnaire through to evaluation of solutions.

A great complementary product for those wanting to exploit the power of the TRIZ process to the full.

So how can Next Step Associates help you to innovate?

Because we understand the people part of innovation and the systems part of running a business we can help you to use these powerful new innovation tools.

We can train people to innovate, combining the knowledge and skills we have in innovative thinking processes with our knowledge and skills in using the scientific tools of the Invention Machine Corporation, Ideation and other software tools.

We can facilitate sessions, working with you on real problems brought by you to develop solutions.

We can provide expert Consultancy for strategic development of innovation programmes, supporting your training programmes and your project management.

Invention Machine and Ideation software

Invention Machine and Ideation Software helps Engineers to:

- Solve difficult design and manufacturing problems
- Develop innovative products
- Avoid compromises and performance trade-offs
- Reduce costs
- Save research and development time

Follow the link to visit both the [Invention Machine Corporation's](#) website and [Ideation](#).