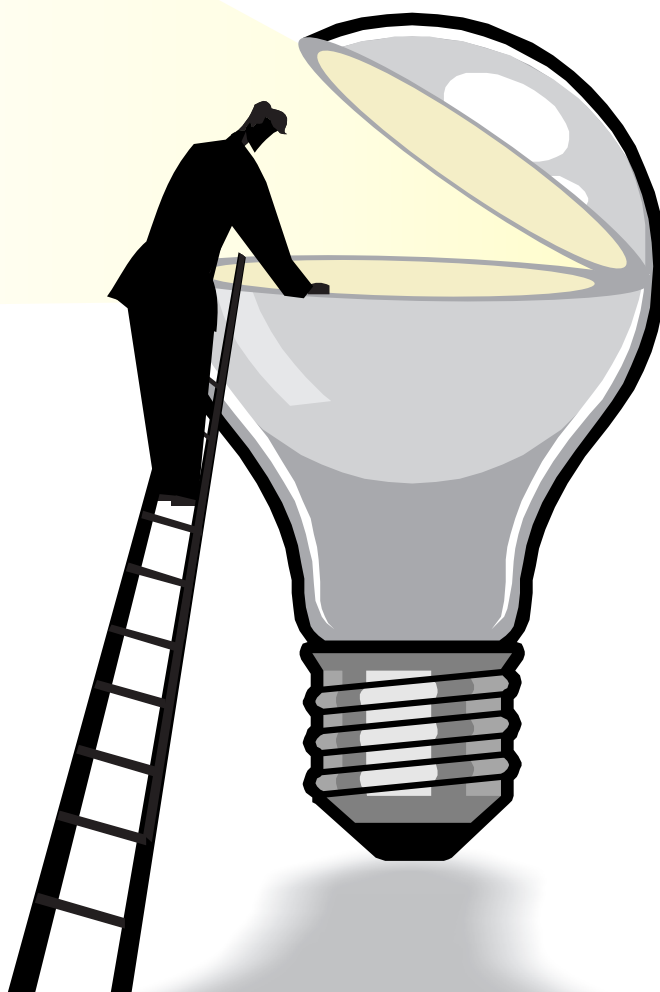


INNOVATION PRACTITIONER CERTIFICATION

PROGRAM FOR
INVENTIVE
PROBLEM SOLVING



M A T R I Z

| QAI

ABOUT QAI

QAI is a leading global consulting and workforce development organization helping organizations achieve exponential growth through Innovation Linked Strategy and Operational Excellence in execution.

QAI Global Services, the consulting division of QAI, addresses Operational Excellence. Organizations achieve Operational Excellence through deployment of best practices and processes in areas of Process Management, Quality Management, Innovation Management, Project Management, IT Service Management and others.

QAI's consulting team helps align the innovation initiative with the Critical Parameters of Value (CPV) to the customer to channel scarce funds to the under-served areas to generate double digit growth.

QAI Global Institute, a division of QAI, focuses on creating international education and training products and services to address Competence Development, Assessments and Certifications for increased employability.

QAI's regional bases across the globe in the US, Singapore, China, Malaysia, UK, Canada and India help to innovatively distribute and manage engagements across multiple locations.

ABOUT MATRIZ

International Association of TRIZ (MATRIZ) has been founded with the following objectives:

- To activate the creative potential of an individual, who is capable of self-development in harmony with himself and the surrounding world
- Further development and application of TRIZ (Theory of Inventive Problem Solving), as well as other approaches to creative problem solving, in various fields of human activity
- Based on the above, creation of living conditions worthy of Creative Individual

MATRIZ was established by participants of the first Congress of the International TRIZ Association at Petrozavodsk, Russia, July 5 - 10th, 1999.

MATRIZ has authorized TRIZ teachers to spread knowledge on the Theory of Inventive Problem Solving (TRIZ) through non-profit TRIZ organizations across the world. As of today, there are 55 such organizations promoting TRIZ across the world.

COURSE OUTLINE

1. Baseline Assessment paper on Core Skills

2. Module 1

- Introduction to Innovation

3. Module 2

- Element-Name of Parameter-Value of Parameter (ENV)
- Method of Focal Objects
- Identifying and Formulating Contradictions

4. Module 3

- Morphological Analysis
- Main Useful Function (MUF)
- Technique of generating Inventive Problem

5. Module 4

- Principles of Fantasy Creation
- Method of Fantogramme
- Ideal Final Result (IFR)

6. Module 5

- Robinson Crusoe Technique
- Size-Time-Cost (STC) Operator
- Resources: Key to Ideality
 - FFIISST
 - MATChEMIBH

7. Module 6

- Goldfish Method or the Analysis of Fantastic Situations
- Universal Operators

8. Module 7

- System Thinking and Root-Conflict-Analysis
- Contradiction Matrix and Principles of resolving Contradiction

9. Module 8

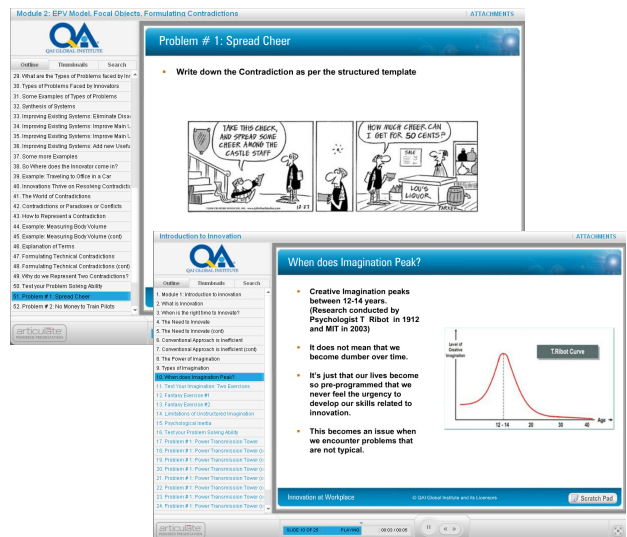
- 9-Window System Operator
- Innovation Situation Questionnaire (ISQ)

10. Module 9

- Tendencies Method
- Introduction to S-curve Analysis

PROGRAM METHODOLOGY

- The Innovation Practitioner (MATRIZ Level 1) Certification program consists of Online Training accessible on the Internet and One-on-One mentoring from accredited trainers.
- This program has nine modules with a minimum of eighty nine tasks to be completed in four months.
- Each module will conclude with assignments that will focus on development of specific skills. The assignments have to be submitted to the mentors over email as per the prescribed format.
- The responses from the mentors will be sent over email and depending on each person's progress, additional tasks will be assigned. Since the entire mentoring is focused towards developing a person's introspective analytical thinking skills, additional material, as felt necessary by the mentor, will be provided to enhance individual learning.
- New modules will not be assigned, if the mentor feels that the student has not understood the concepts in the lesson.



UNIQUE CHARACTERISTICS OF THE PROGRAM

- Each student gets individual attention and mentoring to help develop their latent potential to the maximum.
- Students are made to practice on engineering and non-engineering problems to develop confidence to tackle complex problems through powerful thinking.
- The mentors have been trained by multiple TRIZ Masters such as Dr. Yury Salamatov, Mr. Nikolai Khomenko, Dr. Alla Zusman, Boris Zlotin and are authorized by MATRIZ to set up TRIZ Association of Asia to train students of different age groups.
- Years of rigorous research, training and practice in real world projects as consultants, has led to the creation of this program that maintains a rich blend of strong theory backed by rigorous practical application.
- The training provided in the modules can also be embedded within other frameworks such as Six sigma, Lean and PDCA.
- Large corporates and universities can also avail contact classes for their staff in addition to the online learning to accelerate the learning process.

TARGET AUDIENCE

Any person more than 12 years of age with the inquisitiveness to learn is eligible for the program.

TIME FRAME

The student has four months to complete nine modules. In case the student is unable to do so then the student can apply for extension after paying additional fees.

ORGANIZATIONS ASSOCIATED WITH MATRIZ

In addition to the 55 non-profit associations established across the world, MATRIZ certification has been adopted by many organizations such as General Electric, Intel, Samsung, Motorola, Alian, Boeing, Siemens, Airbus, Proctor and Gamble, Sara Lee, Johnson and Johnson, Boston Scientific, Coca Cola, Dow Chemical, Kodak, Kraft, Caterpillar, Corning, General Mills, Hyundai Motors and many more.

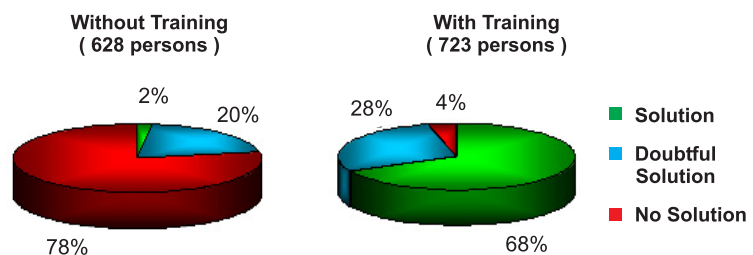
Number of certified students across the world at different levels

Level 1: 400+ | Level 2: 700+ | Level 3: 325+ | Level 4: 87 | Level 5: 72

Proven Results

Two groups of equally experienced students one with training on the core skills of innovators and another without prior training on the core skills of innovators were given a sample problem to solve within the limited time interval.

(The results of the exercise are shown in the graphs)



*Study conducted in Netherlands

THE INNOVATION PRACTICE @ QAI

QAI'S CONSULTING APPROACH

Innovation requires a precise understanding of value - "the who, what, when, where, how, and why" of the customer's need. It then means getting that value to them without complexity creeping in.

QAI's consulting team will help align the innovation initiative with the Critical Parameters of Value (CPV) to the customer to channel scarce funds to the underserved areas.

QAI'S MENTORING PROGRAM

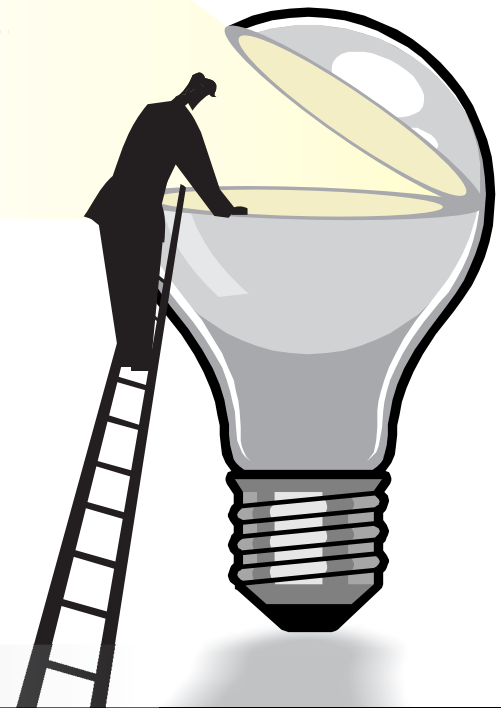
QAI can help management realize human potential through its training and consulting services. Our team of consultants will create customized programs on Creativity, Inventive Problem Solving, Failure Prediction and Design of Products and Services to meet the specific needs of your organization.

These programs have been successfully dovetailed into Six Sigma, Lean and Kaizen initiatives. Organizations also have the option of training staff through QAI's elearning certification programs designed for working professionals.

INNOVATION PROJECTS

QAI's team of specialists has executed projects in engineering and non-engineering domains.

QAI's clients include Citibank, ICICI Prudential, Accenture, Reliance, TESCO, Fullerton, Crompton Greaves, Forbes, Marshall, NTPC, 40+ Ministries of Singapore, HP, CapGemini, Globe Telecom, Novartis, Huhtakami and many more.



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