

The 40 Principles

by Richard Kaplan

Many TRIZ books and articles have listed the 40 Principles for solving inventive problems, but those that I have read only describe what the Principles are and provide examples of their applications. None analyzes what there is about these Principles that make them so useful for solving difficult problems, only that they have been chosen because of the frequency of their appearance in the patent literature. This article analyzes the Principles from several viewpoints in an attempt to understand why they are so useful.

Biography:



Richard Kaplan has extensively read the creativity literature and has presented over 340 general creativity, Lateral Thinking, and TRIZ seminars, classes, and workshops to over 8,000 attendees in 10 countries. He has also facilitated about 70 creative problem-solving sessions focused on a particular problem. Kaplan is a Chemical Engineer and worked for Amoco Corporation for 29 years before forming his own creativity corporation, Kaplan Creativity Services, Inc. in 1999. He has served as Adjunct

Professor teaching Creative Problem Solving at Lehigh University and on the Board of Directors of the American Creativity Association.

Kaplan has presented an invited workshop at the Pennsylvania Governors School for Entrepreneurship and two invited workshops at the Commercial Development and Marketing Association meetings. He has studied TRIZ for 20 years