

# Expanding TRIZ Methods into the Strategy Creation Space

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TRIZ practitioners can rightly claim they master a robust and comprehensive set of approaches for tackling a broad range of business challenges. Organizations need to identify the right things to do (strategy creation) and then plan (strategic planning) and do (strategy execution) these things the right way. Known for their predictable results, TRIZ experts are engaged for doing things the right way. The obvious questions are: which support can they provide when it comes to finding the right things to do within an organization? And what contribution can TRIZ make in the

domains of strategy creation and strategic planning?

This paper will discuss a framework for operational strategy which is developed over several years of strategy work carried out at a number of companies from a range of industries. Our focus will be on integrating tools and techniques associated with strategic thinking, strategy building and strategic planning and on how TRIZ thinking can be utilized in order to enhance the strategy processes within an organization.

The cornerstone of this presentation will be a case study of one strategy creation project at a global, multi-billion dollar technology company. It will show how systematic strategy creation can be conducted in a specific business context. The presentation will conclude with a discussion of the specific roles that TRIZ practitioners can play in the creation of strategy and how they can bring to best use their specific skills and competencies.