"Feedback based Team Leadership for Creativity and TRIZ Development

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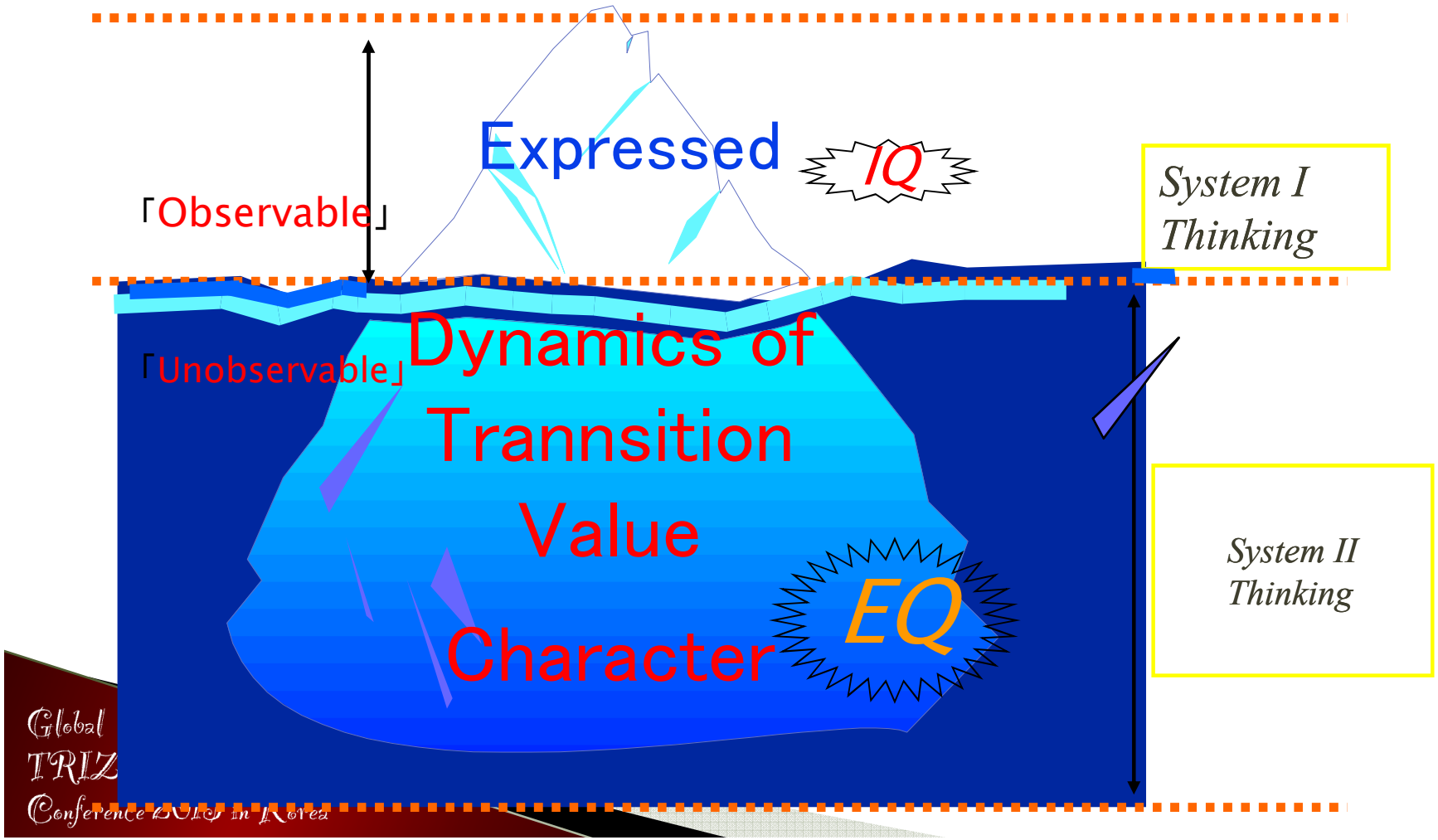
New Challenge: Future Creation Innovation

- New Leadership in Korea
- Scale of Growth/Speed of Change
- New Leaders: Learn quickly and Act wisely
- Market complexity and Hyper competition
- Strategies to develop next generation leaders faster and on a larger scale
- To develop greatness, practice humility and learn from others

Thinking Model

Iceberg



Time-Span of Creative Development

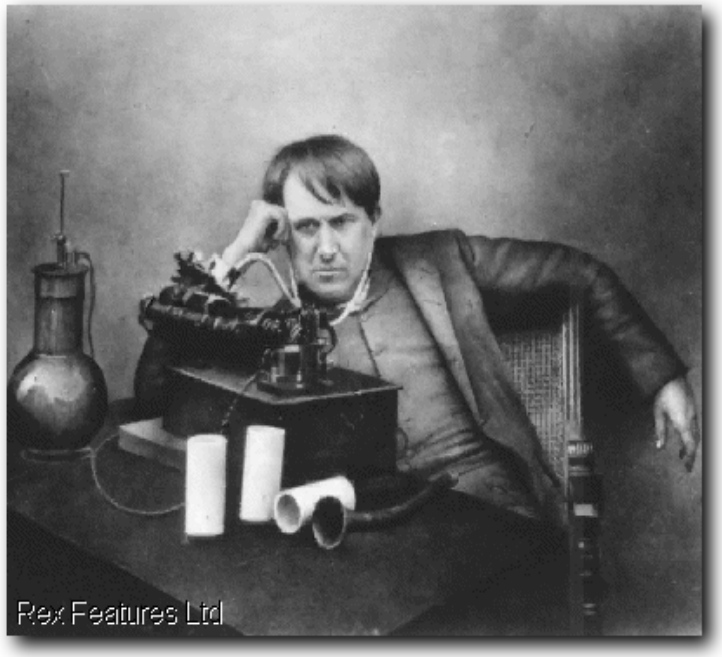
We are used to thinking about creativity as happening in the "Moment" – suddenly having an idea, inspiration.

In studying creative development we take a very different perspective: we see creativity as growing, evolving, unfolding over time, through a process of development.

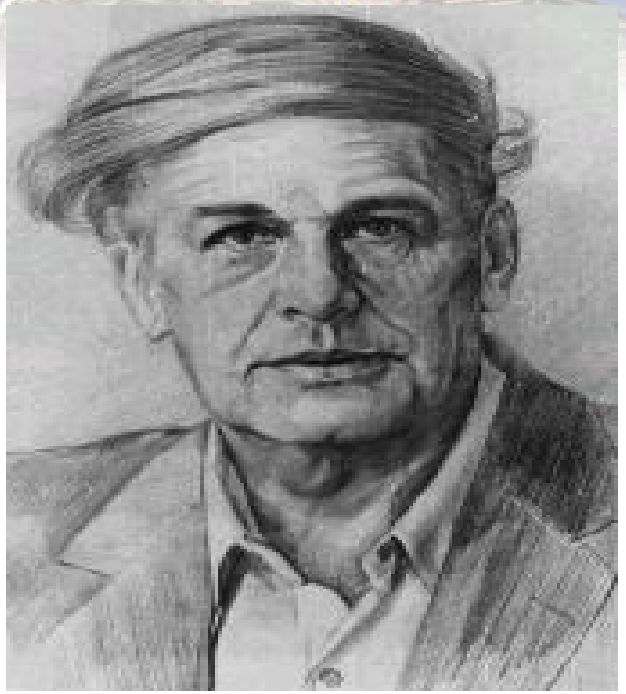
Creative Development: Model

- Individual forms creative interest.
- Explore creative interest – learning & experiences. Build conceptual structure – basis for creativity.
- Team implement Creative Ideas

From Russia with Technology



Thomas Edison



G. S. Altshuller
(1926~1998)

Thomas Edison

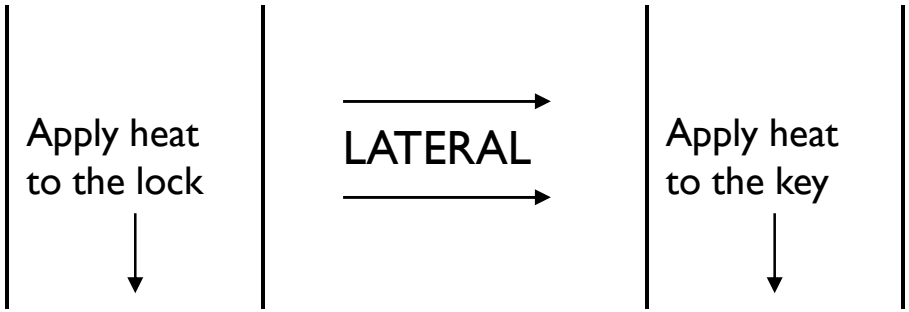
Edison was interested in the telegraph – the hot invention of the time. His initial ideas for invention were conventional: multiplexing.

As he learned more he formed a more focused interest, that was distinctive to him: *In inventing peripheral devices for telegraph systems, especially for automated reading/recording (input/output).*

LATERAL thinking joins VERTICAL thinking

Suppose you had to return to your car on an icy evening in China. You find that the lock is frozen. You try to heat the lock with matches but the wind blows these out. What do you do?

You shelter from the wind and HEAT YOUR KEY, so…



You have JOINED THE VERTICAL COLUMNS

DISORDERING TO REORDER

Highly creative people are not perfect at all! They typically "live on the edge". They suffer ANXIETY, TENSION, SLEEPLESSNESS, DOUBT and INSECURITY. These are symptoms of neuroses, yet they are NOT neurotic in the conventional sense.

- They are very RESILIENT and have the power to RALLY FROM SET-BACK, because they have deliberately DISORDERED there own minds to create new ORDER

DESTRUCTION and CO-CREATION

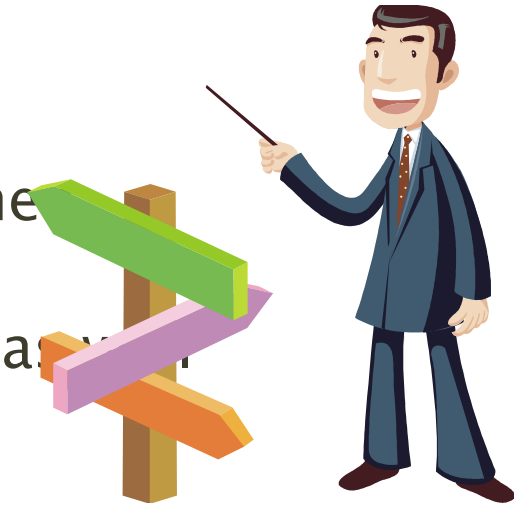
Are we doomed to be destroyed by the next up-coming technology, rising from beneath us like a submarine? Not necessarily, because the mistake was made by customers too. Company and customers were all mistakes. One answer is what C.K. Prahalad calls…

CO-CREATION WITH YOUR CUSTOMERS

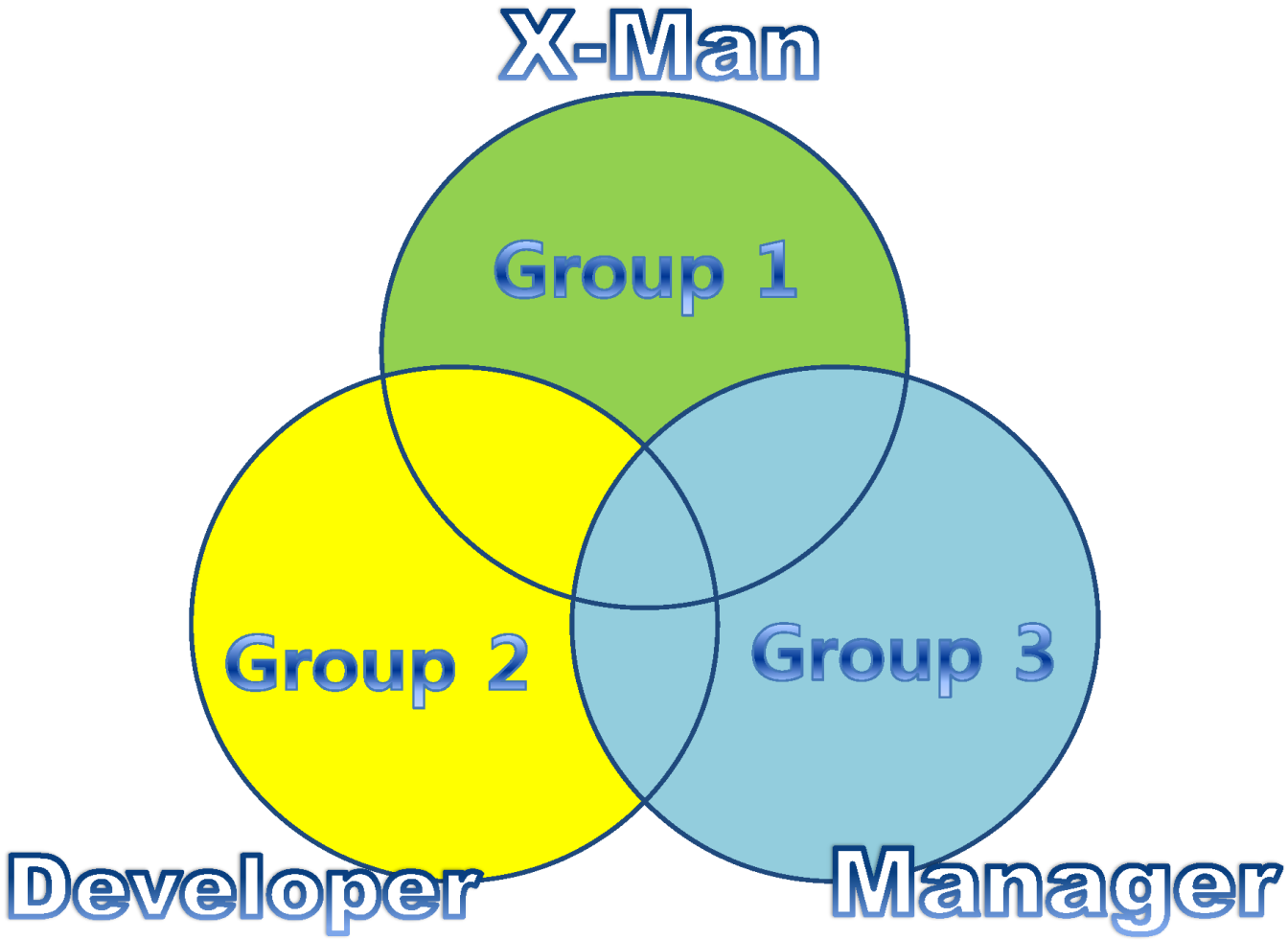
Nothing binds you closer to a customer than fate-sharing, secret plans for the future and co-invention. You can build a ten-year relationship that grows progressively more valuable. TOYOTA has prospered in part because most of the innovation in the automobile industry is through electronics which means that outside contractors supply this. Toyota has long-term profit sharing, fate-sharing relationships with its electronic contractors. It has **co-created** with them for the last thirty years

Team Leadership and Dynamics for TRIZ Implementation

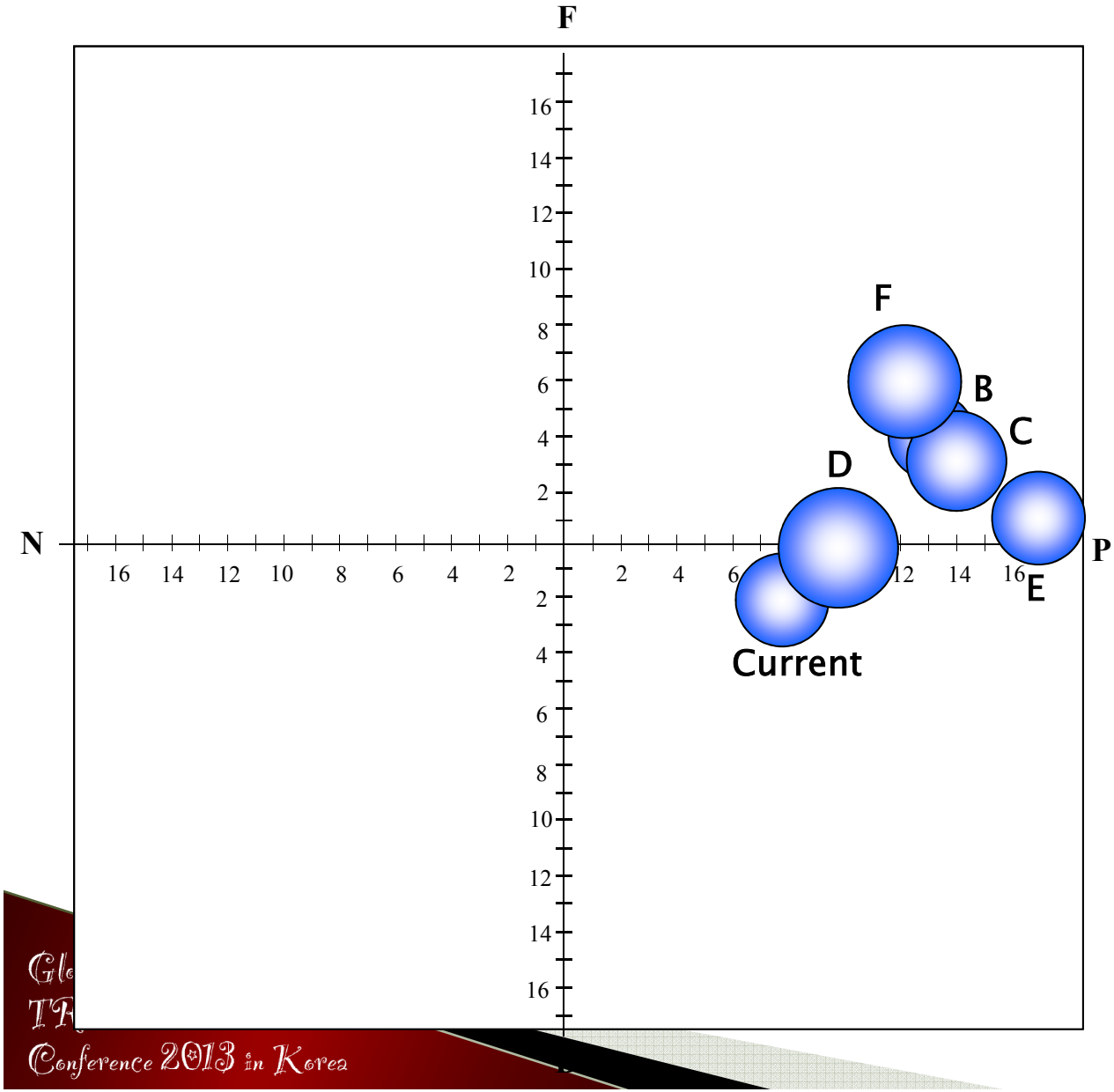
Project Design; Smart eBook Creation



1. 20 volunteers in 3 groups; Developer, X-me
   manager group
2. 3 months; learning individual competency a
   as Group competency(SYMLOG feedback)
3. Interaction; on Line, Facebook, iPad, Smart phones
   as well as face-to-face meetings
4. Smart eBook; pictures, music, drawing and words
   (sound, visual and cognition all converged)
5. TRIZ 40 iP focused
6. High level of participation, choice of roles by volunteers, learning and feedback during project process


X-Man
Group 1
Group 2
Group 3
Developer
Manager

Ideal Team for TRIZ



Others

Current Image	U-D dimension:	1U
	P-N dimension:	8P
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B	U-D dimension:	00
	P-N dimension:	13P
	F-B dimension:	4F
C	U-D dimension:	2U
	P-N dimension:	14P
	F-B dimension:	3F
D	U-D dimension:	5U
	P-N dimension:	10P
	F-B dimension:	00
E	U-D dimension:	1U
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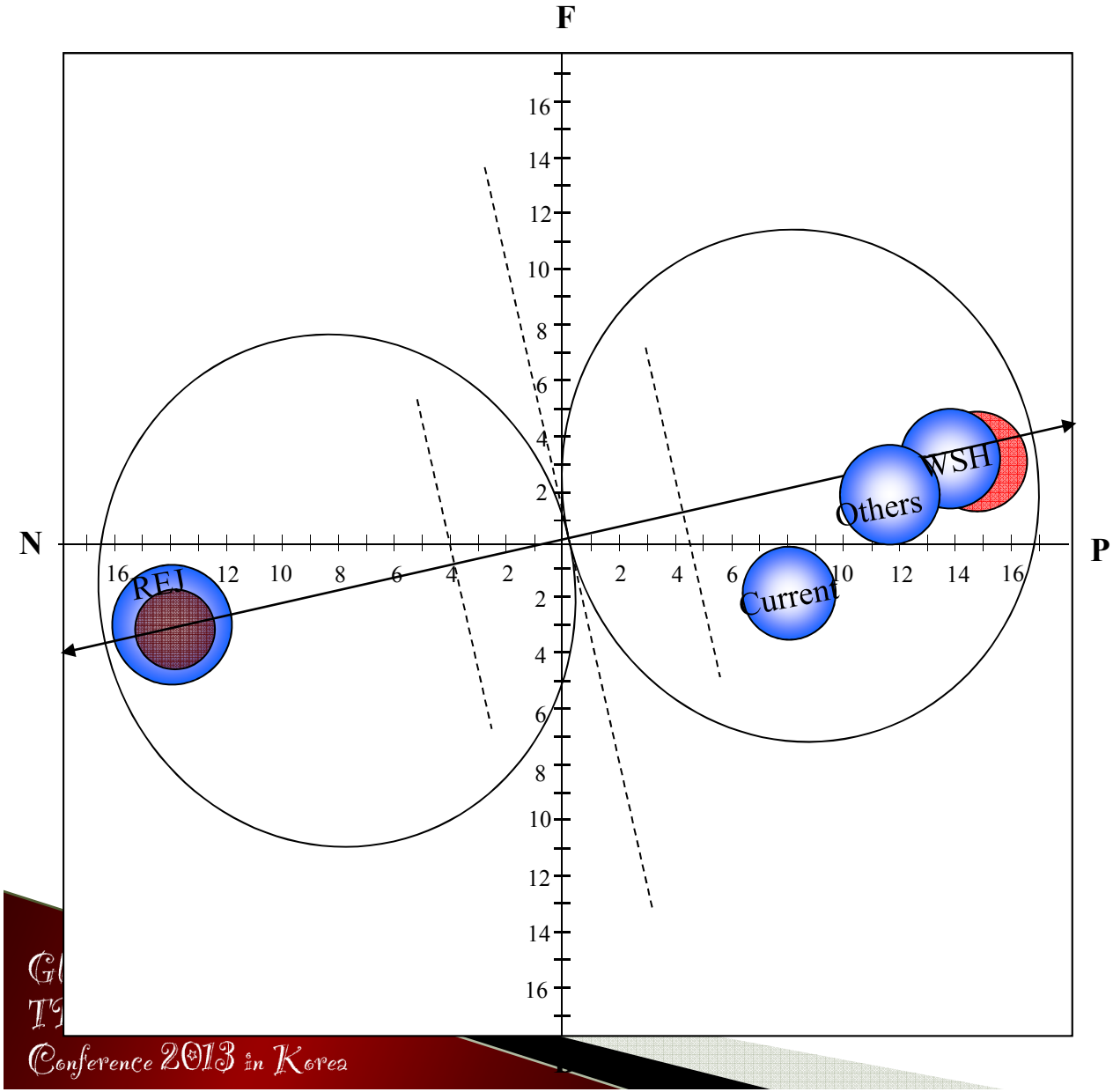

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Current Image	U-D dimension:	1U
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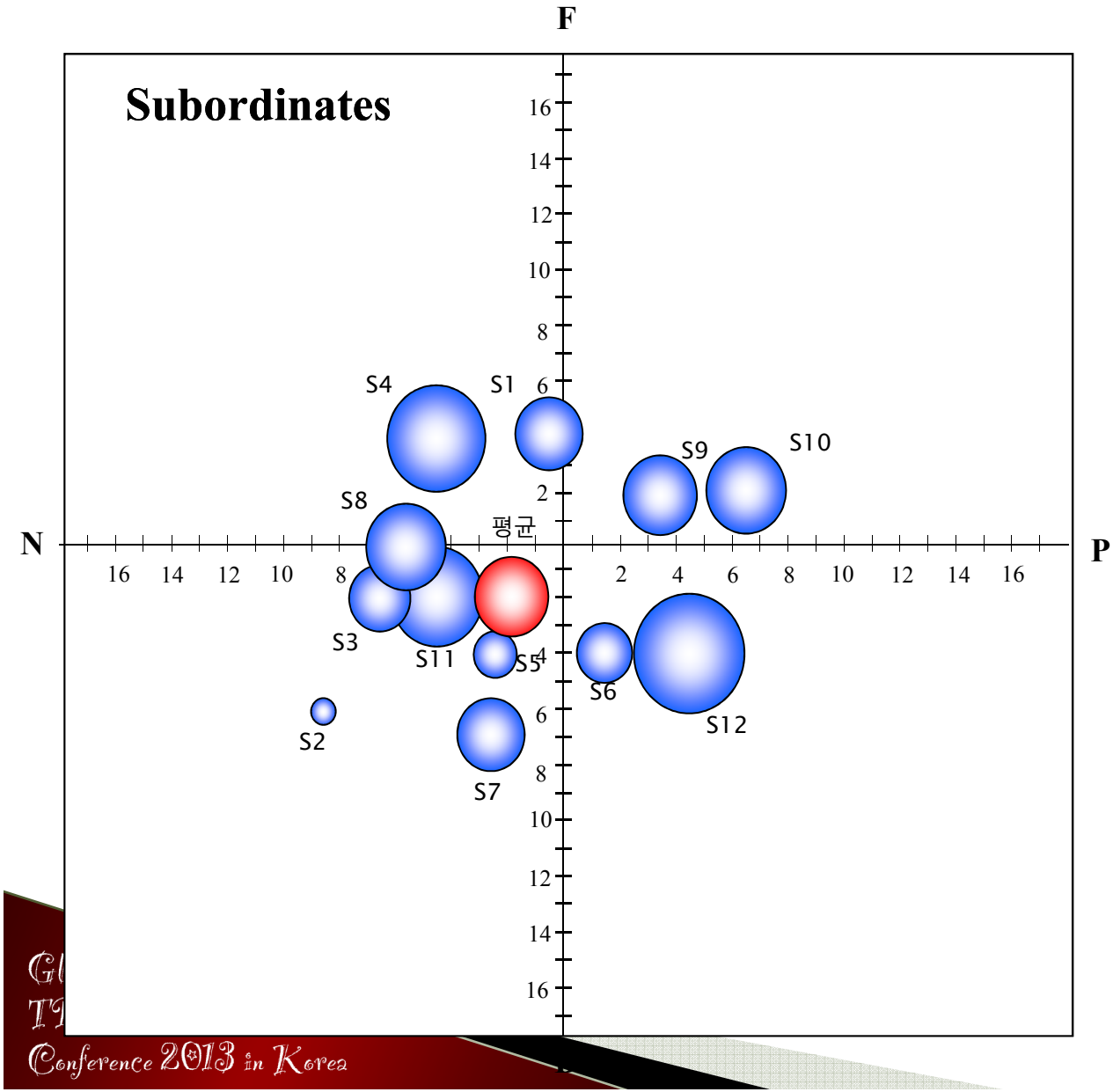
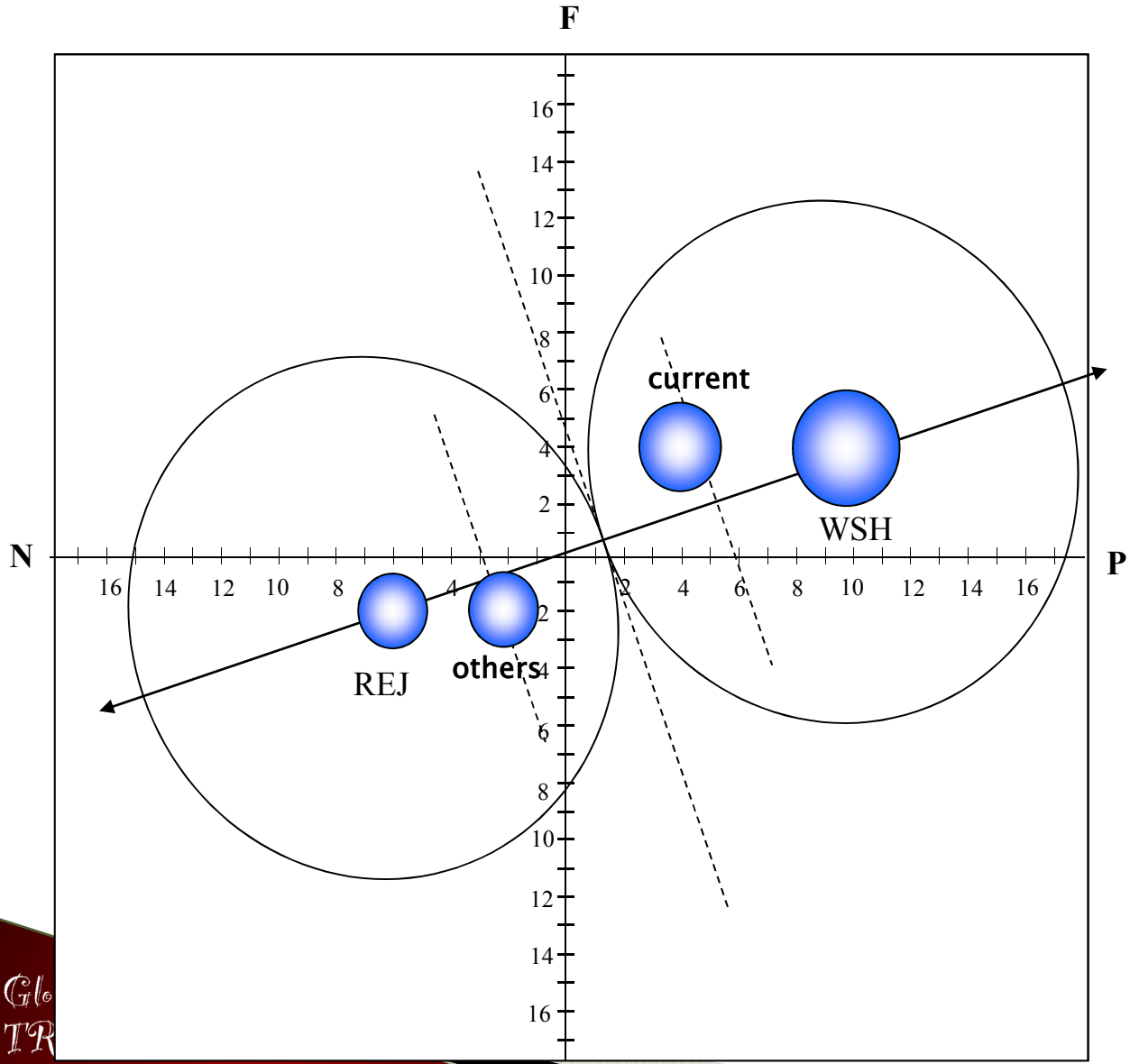
	P-N dimension:	14P
	F-B dimension:	3F
Reject Image	U-D dimension:	5U
	P-N dimension:	14N
	F-B dimension:	3B
Others Average	U-D dimension:	2U
	P-N dimension:	12P
	F-B dimension:	2F
Wish Average	U-D dimension:	2U
	P-N dimension:	15P
	F-B dimension:	3F
Reject Average	U-D dimension:	1D
	P-N dimension:	14N
	F-B dimension:	3B

Destructive Teams for TRIZ



Subordinates

S1	U-D dimension: 2D P-N dimension: 1N F-B dimension: 4F
S2	U-D dimension: 9D P-N dimension: 9N F-B dimension: 6B
S3	U-D dimension: 3D P-N dimension: 7N F-B dimension: 2B
S4	U-D dimension: 3U P-N dimension: 5N F-B dimension: 4F
S5	U-D dimension: 6D P-N dimension: 3N F-B dimension: 4B
S6	U-D dimension: 4D P-N dimension: 1P F-B dimension: 4B
S7	U-D dimension: 2D P-N dimension: 3N F-B dimension: 7B
S8	U-D dimension: 00 P-N dimension: 6N F-B dimension: 4B
S9	U-D dimension: 1D P-N dimension: 3P F-B dimension: 2F
S10	U-D dimension: 00 P-N dimension: 6P F-B dimension: 2F
S11	U-D dimension: 2U P-N dimension: 5N F-B dimension: 2B
S12	U-D dimension: 5U P-N dimension: 4P F-B dimension: 4B
평균	U-D dimension: 1D P-N dimension: 2N F-B dimension: 2B



Wish	U-D dimension: 4U P-N dimension: 10P F-B dimension: 4F
Reject	U-D dimension: 2D P-N dimension: 6N F-B dimension: 2B
Current	U-D dimension: 00 P-N dimension: 4P F-B dimension: 4F
	U-D dimension: 2D P-N dimension: 2N F-B dimension: 2B

Comment

Conclusions

- New challenge for Korean companies; “Future Creation Management”
- Learn from Thinking Models; System I and System 2 Thinking(Daniel Kanemann)
- Learning from Edison and from Altshuller
- TRIZ is a way of Invention and Creative Innovation
- For implementation Team TRIZ competency is more important than Individual TRIZ Competency
- Data-based feedback for Team Leadership using SYMLOG
- Team Dynamics is one of the vital factor to implement TRIZ Team