

Creative Management:

Beyond Blue Ocean, Six Sigma and TRIZ

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 **Creative Management through TRIZ**

Desert Oasis or Mirage?



Assorted Mini-Cakes



Sundiro Honda(新大洲本田)



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Wave



sch 新大洲本田株式会社
Sundiro Honda Motor Co., Ltd.

 **Southwest Airlines**



Rapping Flight Attendant



Business TRIZ: Highly Controversial Subject

▪ **40 Inventive Business Principles**

Although not claiming the search of management texts for this article was in any way comprehensive, it was, nevertheless, very broad-ranging.

It is worth noting that in all the texts we examined, we did not discover any ideas or innovations which caused us to believe there might be a 41st Inventive (Business) Principle.

Darrell Mann and Ellen Domb, “40 Inventive (Business) Principles With Examples”,
<http://www.triz-journal.com/archives/1999/09/a/index.htm>

Grameen Bank: Banking for the Poor

- **GB provides credit to the poorest of the poor without any collateral.**

As of January, 2010, it has 8.01 million borrowers, 97% of whom are women. With 2,563 branches, GB provides services in 81,343 villages in Bangladesh.



Traditional Circuses



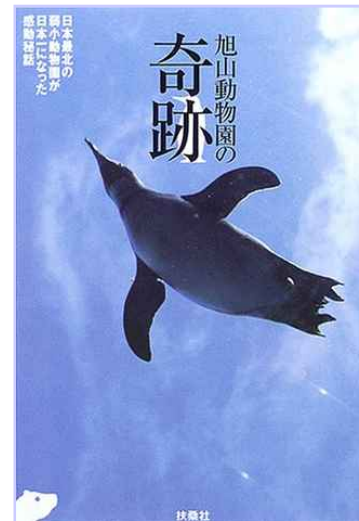
 **Cirque du Soleil: Blue Ocean of Circuses**



Asahiyama Zoo

- **"Miracle" Zoo in the Far North of Japan**

This zoo is the northernmost zoo in Japan. It was opened in 1967, and it is the most popular zoo in Japan because visitors can see the energetic animals just as they are in the wild.



 Zoo-keeper's primary job is not zoo-keeping



 Does business TRIZ apply to the cases?

CIRQUE DU SOLEIL®



Grameen Bank

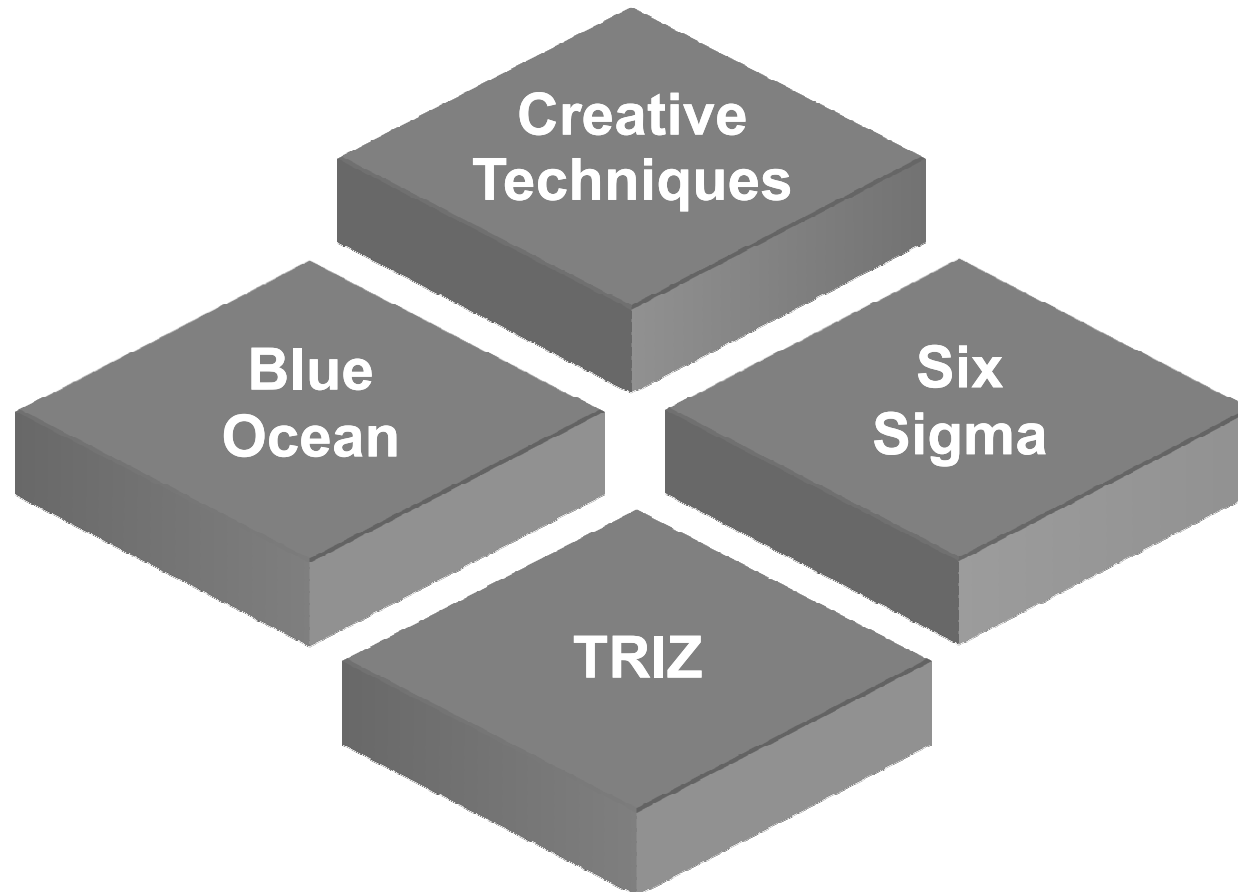


ASAHIYAMA ZOO

 **Different people call it different things**



Typical Methods for Business Creativity



Customer-Centered Breakthrough Strategy



 **Nothing is complete unless you put in final shape**

