

BUSINESS TRIZ ONLINE

WINTER 2021

CONSTRUCTING AN ECOSYSTEM FOR A SUSTAINABLE INNOVATION CULTURE USING TRIZ TOOLS

ROHAYA MOHD-NOR

UNIMAS Leadership Centre, Universiti Malaysia Sarawak (UNIMAS), Malaysia

NARAYANAN KULATHURAMAIYER

Institute of Social Informatics and Technological Innovation, Universiti Malaysia Sarawak (UNIMAS), Malaysia

MOHAMAD KADIM SUAIDI

UNIMAS Leadership Centre, Universiti Malaysia Sarawak (UNIMAS), Malaysia

Corresponding Author: mnrohaya@unimas.my



Rohaya Mohd Nor
Director
UNIMAS Leadership Centre

Rohaya is an associate professor at the Faculty of Economics and Business, UNIMAS. Currently, she holds the position of Director of UNIMAS Leadership Centre. Rohaya obtained her BSc Degree in Management with MIS, from Purdue University, US. She holds a Master of Information System from Melbourne University, Australia and a PhD degree, specializing in MIS, from Imperial College London, UK. Rohaya is also a certified TRIZ Level 2 practitioner.



Prof Dr Narayanan Kulathuramaiyer
Director
UNIMAS Institute of Social Informatics and
Technological Innovation

Narayanan is currently the Director of the Institute of Social Informatics and Technological Innovations (ISITI), Universiti Malaysia Sarawak (UNIMAS). His academic background spans over three decades in the field of Values-based Artificial Intelligence, ICT for Development and Systematic Innovation. He continues to impact changes at the national and international levels through his work with remote rural communities across the country, strategic shaping of ICT education and innovating learning technology to serve disadvantaged communities. As a certified MATRIZ Level 3TRIZ practitioner, he is currently leading the Borneo Triz initiative for promoting Systematic Innovation programs throughout the region.



*Prof Datuk Dr Mohamad
Kadim Suaidi*
Vice Chancellor
Universiti Malaysia Sarawak

Kadim currently is the Vice Chancellor of Universiti Malaysia Sarawak (UNIMAS). He has been instrumental in championing strategic change in the education and life long learning scene for both UNIMAS and Sarawak

SARAWAK

Land of the Hornbills

Area: 124,450 km²

Population: 2.79 million (2018)

More than 40 sub-ethnic groups, each with its own distinct language, culture and lifestyle.

A magnet for researchers and nature-lovers alike, its opulent biodiversity and natural resources spell a uniqueness which cannot be found elsewhere.

Penang

Kuala Lumpur Learning Centre



Mukah Research Centre

Sibu Learning Centre

Kota Samarahan

Singapore





Vision

A leading global university for a sustainable future

Mission

To enhance the social and economic impacts on the global community through the pursuit of excellence in teaching, research and strategic engagement



Kuching City Life
 Area: 431.01 km²
 Population: 702.7 thousand

The Cat City, as it is affectionately known, offers diversity in an unrivalled melting pot of ethnicity, languages, and culture.





NICHE AREAS

- Biodiversity & Environmental Conservation
- Sustainable Community Transformation
- Information, Communication and Creative Technology





UNIMAS students are dynamic, dedicated and determined, and are ready for the world.



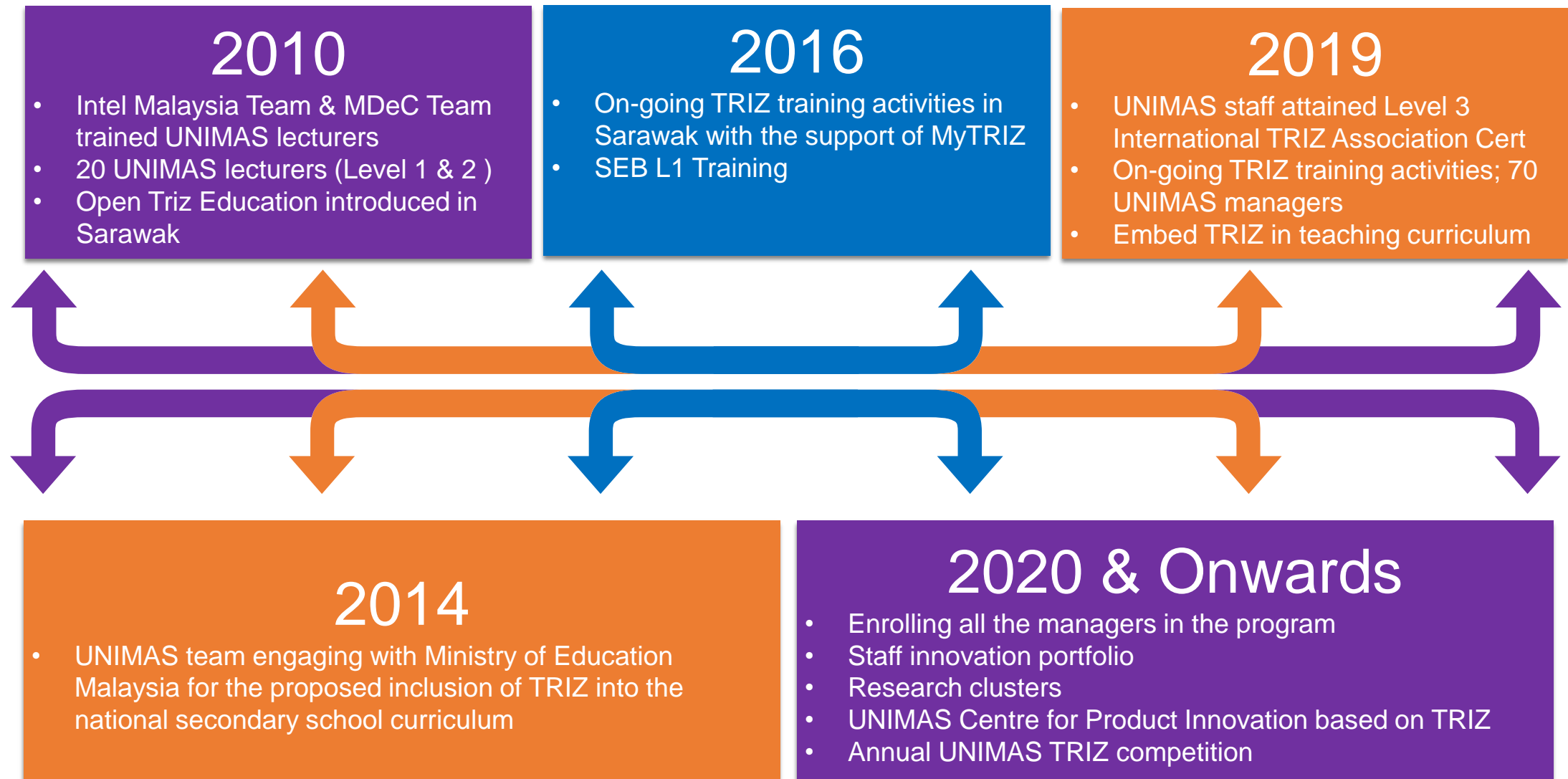


CONSTRUCTING AN ECOSYSTEM FOR A SUSTAINABLE INNOVATION CULTURE USING TRIZ TOOLS

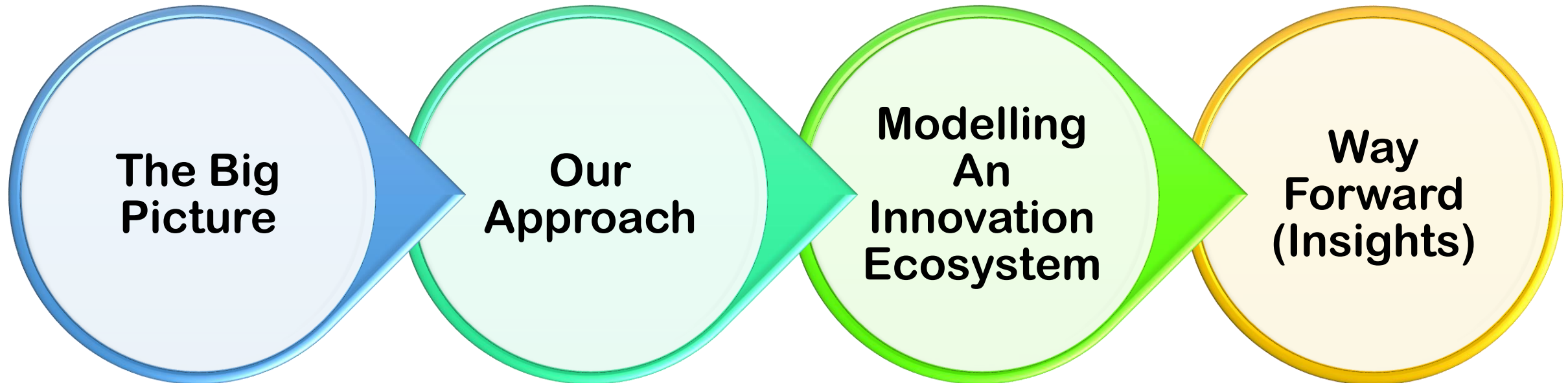
ABSTRACT

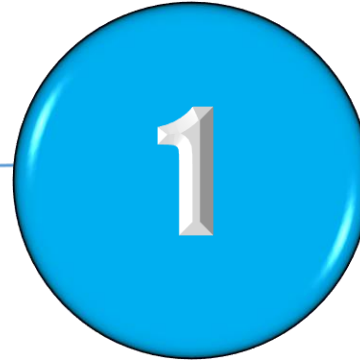
In a previous publication, we described an innovation ecosystem designed for an institute of higher learning, Universiti Malaysia Sarawak (UNIMAS) using TRIZ ways of thinking and tools. In this presentation, we share the extensions to our proposed conceptual framework in addressing challenges faced by the innovation ecosystem of Malaysian public sectors. We draw on our experiences in working together with multiple groups of stakeholders in the unique geo-locality of Borneo. In this study, we demonstrate the application of TRIZ tools in analysing selected problems facing by our stakeholders, namely rural community, professional groups and students. Based on our research, we put forward an innovation system model for sustaining an innovation culture by emphasizing on the four roles that must co-exist in the system: innovation strategist; innovation tactician; innovation practitioner; and innovation champion. The three-pronged change management strategy adopted is showing early signs of a significant shift in organisational culture.

UNIMAS TRIZ JOURNEY

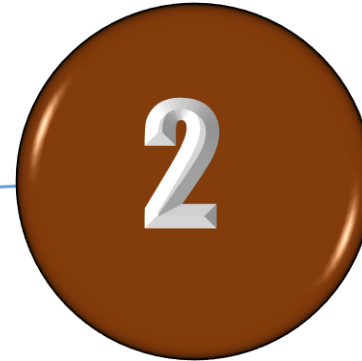


OUTLINE

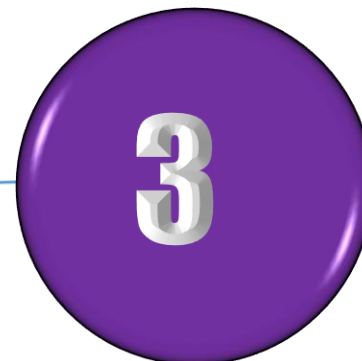




**Leading in a
VUCA world**



**Upskilling &
Reskilling for
IR4.0**



**The
Changing
Landscape
of Education
Sector**

TRIZ@UNIMAS

Our People

STRATEGIC QUESTIONS

- *What sorts of leaders that we want to develop and have for UNIMAS?*
- *How to develop and produce leadership talents to sustain UNIMAS excellence?*
- *How do we equip our staff with strategic leadership skills, particularly those in the first line management?*

Leading &
managing in
VUCA world

Integrating our
stakeholders

Institutionalizing
innovation

Building
innovation
ecosystem
through shared
vision and
values

The Ideal Campus Dream



UNIMAS-wide Innovation Campaign

Research Clusters/
Innovation Circles

UNIMAS Innovators' Expo

Certification For:
Design Innovation
Technology Warriors
Knowledge Managers
Researchers
Graduate Student

100 Patents

2000 Students

50 Trainers

50 Products

500 Publications

UNIMAS as a Hub for Problem Solving

- Management & Professional Staff Training
- Problem Solving Laboratories

Research Clusters & Innovator's Circle


- TRIZ-based Research Clusters
- Research Benchmarking
- Inventive Knowledge Bases
- Product Innovation

Creative TRIZ Leadership

- Innovative Leader Profiling
- Creative CVs
- Problem Solving Portfolios
- Community & Industry impact

UNIMAS TRIZ Academy

- Systematic Innovation Course
- Train the Trainers Program
- Final Year Inventive Projects
- Break-through research



Self-driven, self-sustainable, organically grown, balanced, integrated as a fully dynamic system, capable of helping each one rise to challenges, allowing us move into the big league alongside the major players in the world.

OUR CHANGE JOURNEY WITH TRIZ


Environment	 <p>Current Position Interactions Knowing where we are</p>	<p>Innovative projects One cluster one Patent Target Inventions for Awards Innovative Spaces</p>	<p><u>VISION</u> 101 in World Benchmarked Research Innovation Ecosystem World Class TL Facilities</p>
UNIMAS Action	 <p>Current Resources Efforts in Mapping</p>	<p>Promote in all PTJs Games to stimulate interest Benchmarking Activity Improve Interaction Empowered Focus Group</p>	<p>Problem-> Value Knowledge-based Activities Optimised Resources= Zero Waste</p>
Departmental Action	<p>Lets do our part & Lets Work Together Define at each PTJ level!</p>	<p>Enterprise Account need to be dynamic Incentive for Creators</p>	<p>Mechanisms & Support for Value Creation System for Users to be Responsible</p>
	Today	Short-Term	Long Term

Illustration of Adaptation using TRIZ Visual Way of Thinking

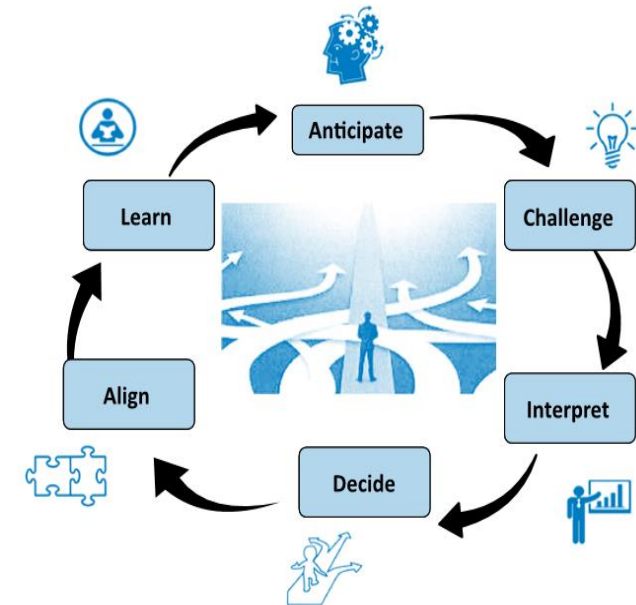
VUCA directed strategic Skills	
Anticipate Explore Game Changer initiatives Go Beyond Current Boundaries Build wide networks to scan horizon	Inventive Trigger Cards S-Curve Analysis Innovation Roadmaps Directed Evolution Computer-Aided Innovation Tools
Challenge Frame Problems to identify Root Causes Change Beliefs and mind-sets Uncover mis-alignments & biases	Problem Solving Laboratories Cause and Effect Chain Analytics & Charts Learning through Dialectics Problem Solving Levels
Interpret Understand Data from multiple points Participatory in Gathering Insights Explore Multi-faceted constructive Decision Making	Visual Problem Solving Paradigms Multi-Screen Talented Thinking Knowledge Factory Modelling Organisational Knowledge Bases
Decide Carefully frame decisions and approach Balance speed, rigor, quality and agility Handle uncertainty and information challenged scenarios	Problem Modelling Tools 40 Principles & MATCHeMIB Case Study Collections Trends Analytics & Directed Pathways
Align Uncover hidden parameters in effectively align pathways to strategic visions Capacity to overcome misalignments to address tough issues	Resource Maps Engaging Expert Networks Function Oriented Patent Search Knowledge Discovery Workshops
Learn Stay agile in steering organizational direction Celebrate success and continue learning from failures	Collective Knowledge Maps Flexible Learning & Dynamic Certification Institutional Knowledge bases

Table 1: Mapping Strategic Skills to TRIZ-based Tools using VUCA Directed Strategic Skills by Shoemaker, Heaton and Teece (2018)

Leading & Managing in VUCA

1. Using TRIZ to strengthen our staff problem solving skills
2. Institutionalize TRIZ ways of thinking in battling inertia
3. Profiling staff competency in leading and managing is important

FIGURE 2. Six leadership disciplines needed for VUCA.



Note: VUCA = volatility, uncertainty, complexity, and ambiguity.

TRIZ@UNIMAS

Our People

TOTAL PERFORMANCE EXCELLENCE MODEL



Silverstein, D., DeCarlo, N., Slocum, M., *In sourcing Innovation: How to Achieve Competitive Excellence Using TRIZ*, Auerbach Publications, 2007

- Embedding of TRIZ into both aspects of strategic leadership as well as operational leadership.
- Substantiating business process management and quality assurance drives, with tool-based methodology and tools.
- Aligning TRIZ-based elements into strategic, managerial and operational business processes.

TRIZ@UNIMAS

Our People

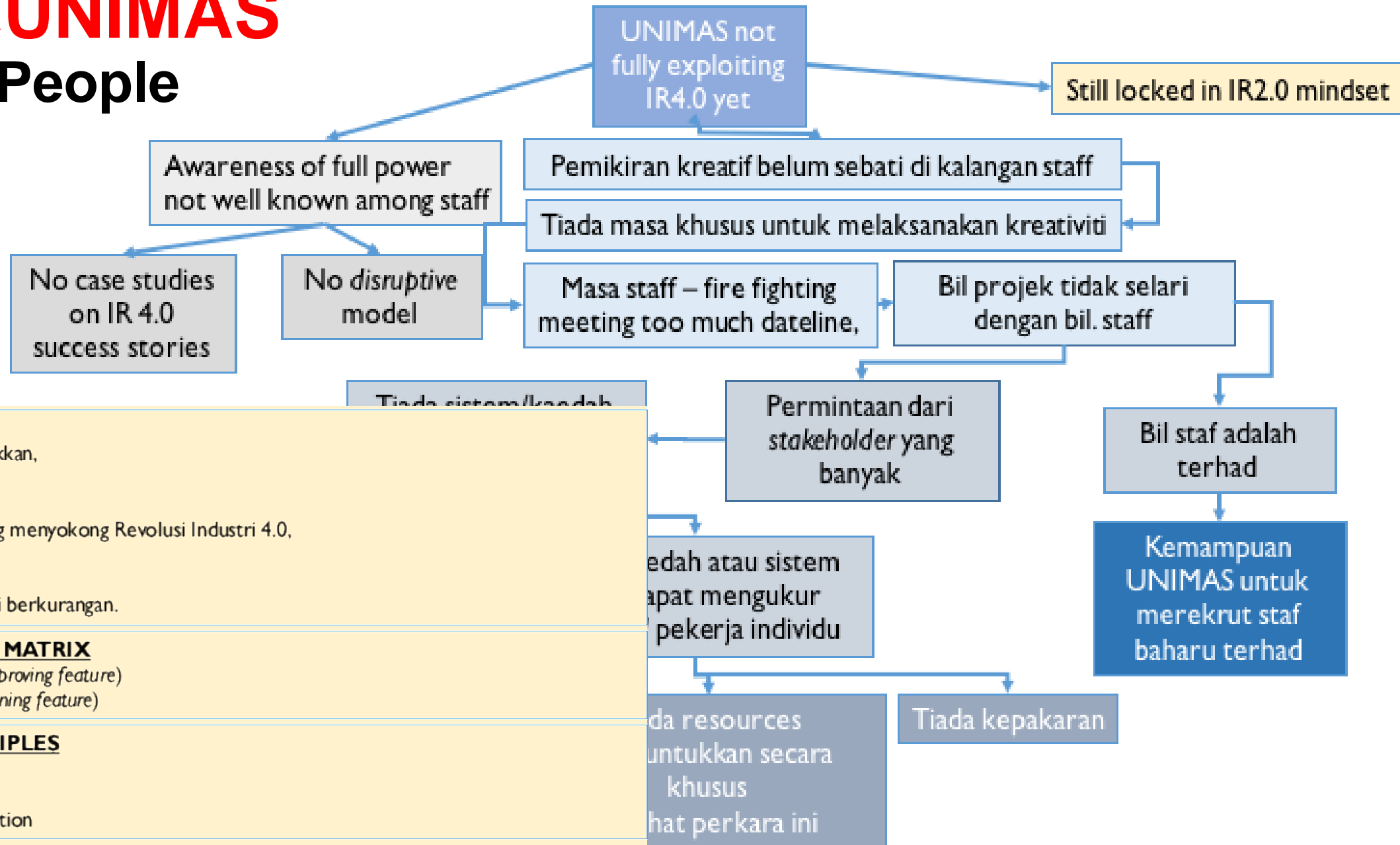
Sample List of Projects

- Reduce Food Wastage
- Car Parking Dilemma
- Making way for IR 4.0
- Stray Dogs Problems
- Traffic Bottlenecks at Entrance
- Security IT systems
- Ambulance Response
- Pandemic Challenges and Impacts on Training



TRIZ@UNIMAS

Our People



IF

Masa kreatif diperuntukkan,

THEN

Banyak idea kreatif yang menyokong Revolusi Industri 4.0,

BUT

Masa untuk kerja hakiki berkurangan.

CONTRADICTION MATRIX

33 : Ease operation (improving feature)

39: Productivity (worsening feature)

INVENTIVE PRINCIPLES

1 : Segmentation

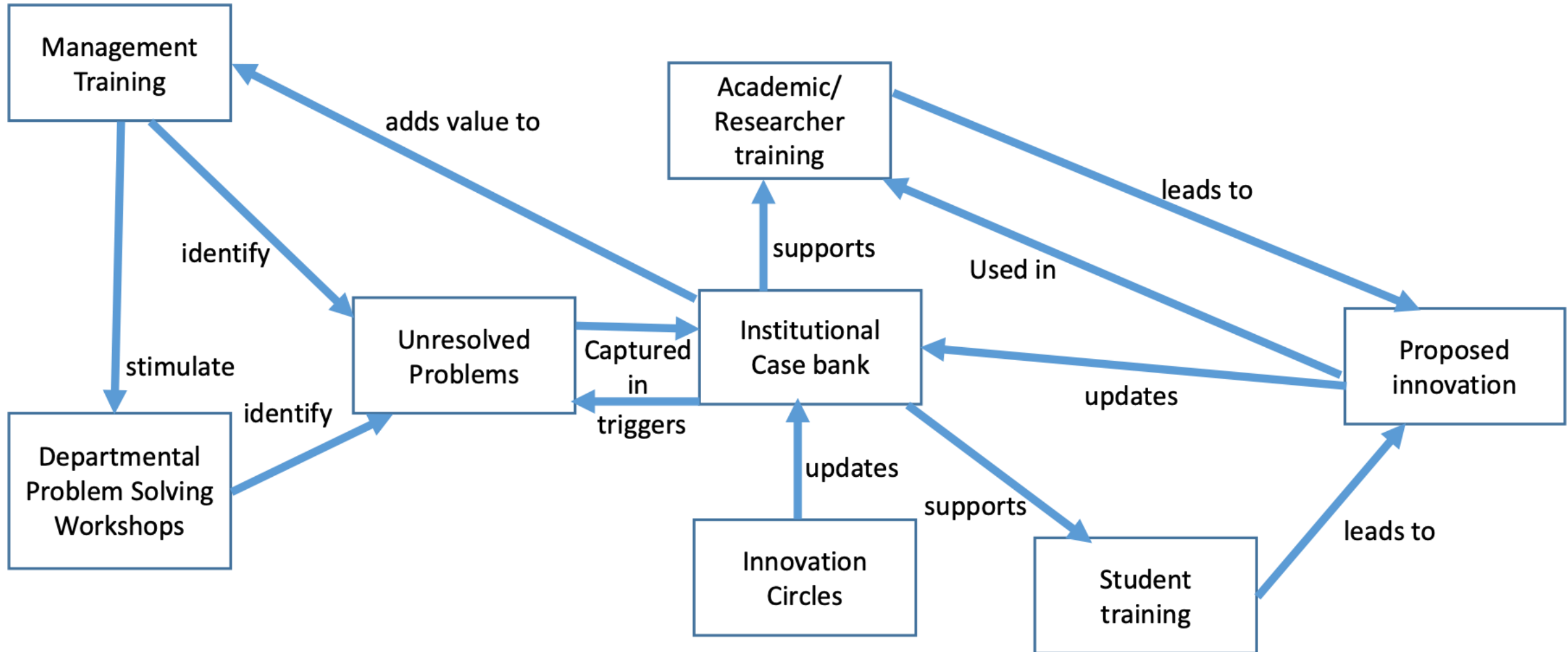
15 : Dynamization

28 : Mechanics Substitution

Institutional level – Cause & Effect Chain Analysis

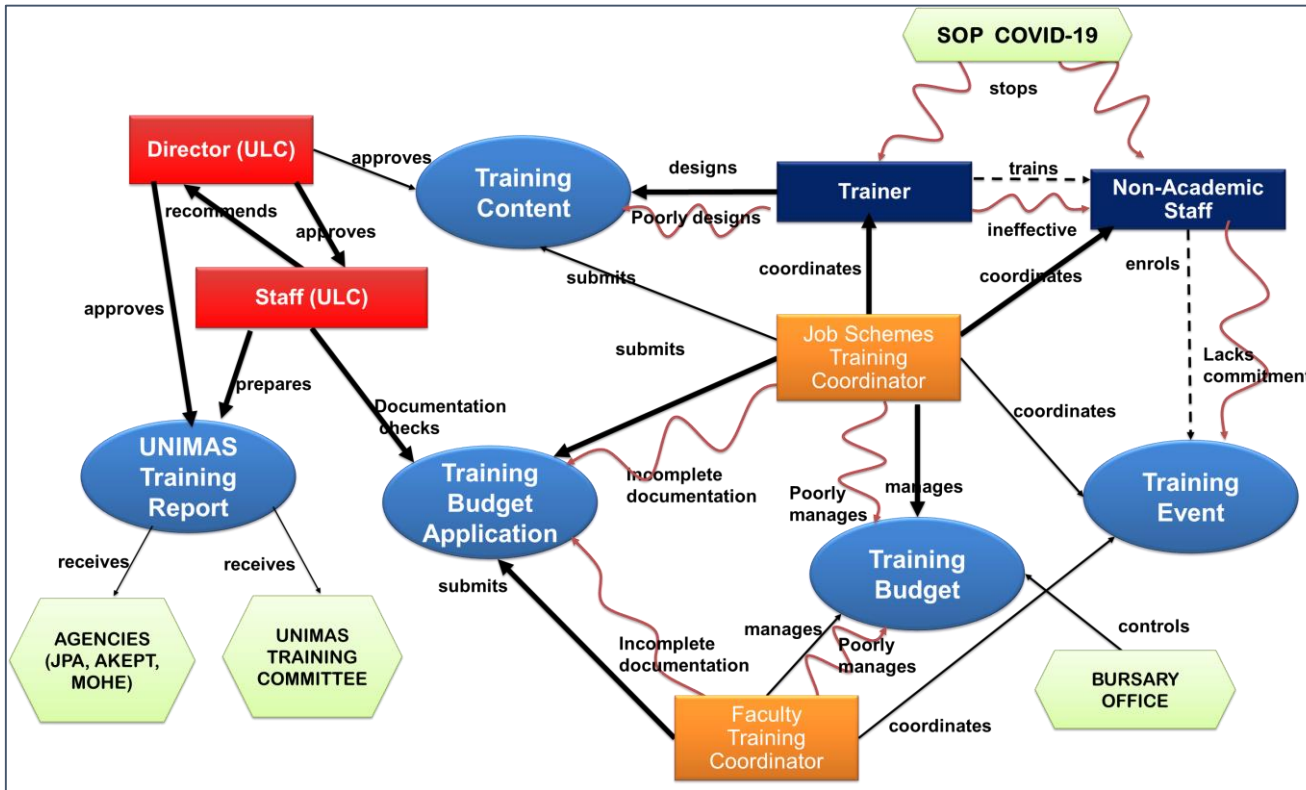
TRIZ@UNIMAS

Our People

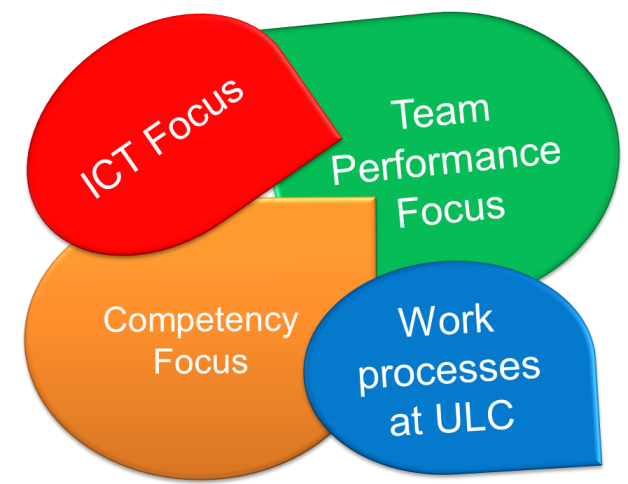
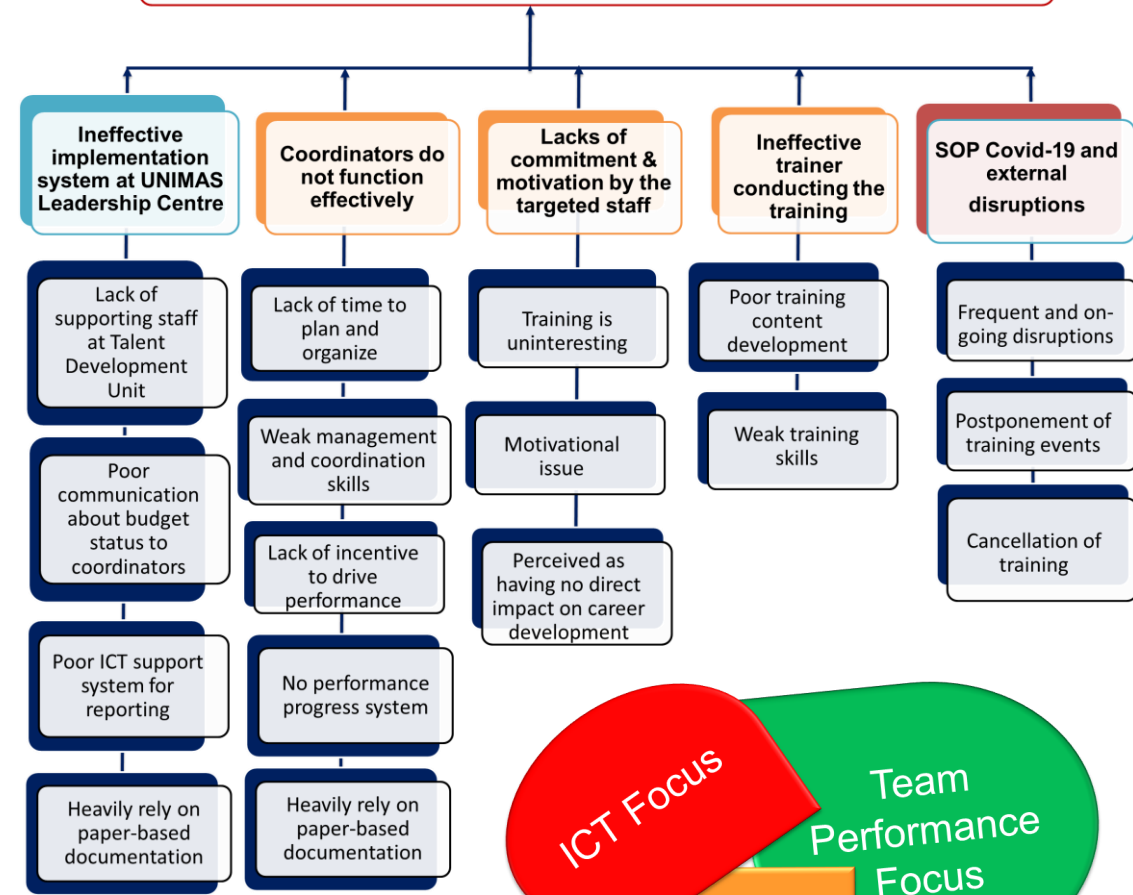


TRIZ@UNIMAS

Our People



Ineffective use & distribution of training resources to improve staff job competencies



Departmental level – Function Analysis; Cause & Effect Chain Analysis

TRIZ@ UNIMAS

Our People

More than 90
administrative staff
obtained TRIZ Level
1 Certification, as of
2020

Building more talent
pool for TRIZ
practitioners
(academic and non-
academic staff)





TRIZ@UNIMAS

Our People

TOWARDS A FRAMEWORK FOR MODELLING INNOVATIVE EXPRESSIONS

JANE LABADIN^{1*}, SOUBA RETHINASAMY², NARAYANAN KULATHURAMAIYER³ & LIM PHEI CHIN⁴

^{1,2} Institute of Social Informatics and Technological Innovations,
³ Faculty of Language and Communication,
⁴ Faculty of Computer Science and Information Technology,
 Universiti Malaysia Sarawak, 94300 Kota Samarahan, Sarawak, Malaysia

*Corresponding Author: jane@unimas.my

Abstract

Rubrics are powerful instruments to help direct students' learning towards a set of pre-defined learning outcomes. Defining a set of objectively defined rubric items that also triggers critical thinking and creative expressions remains to be a big challenge. This paper explores the knowledge gaps that hinder the formulation of such rubrics. The need for an instrument to systematically identify and chart innovation is then highlighted. A framework based on Genrich Altshuler's Theory of Inventive Problem Solving (TRIZ) is explored for formulating rubrics that correspond to and measures the learners' stage in problem solving while explicitly linking to innovative expressions. The resulting rubrics, which separate critical thinking and problem-solving forms part of its criteria and descriptors in addressing the knowledge gaps mentioned earlier. The proposed framework has enabled the benchmarking of student works with the

UNIMASfm is with Aya Taufik and Kmie Dan.
 October 11, 2019

Hello hello 🙋 UNIMAS TRIZ Practitioners bersama UNIMASfm hari ini jam 2.30 petang 🙋🙋🙋

ISITI UNIMAS dan MyTRIZ Malaysia akan menganjurkan "First TRIZ Certified Practitioner Award In Borneo" di Dewan Mutiara, Banquet Hall, DeTAR Putra pada 15 Oktober 2019

Kalau nak tahu apa itu TRIZ.....dengarkan di UNIMASfm www.endowment.unimas.my. Jom!!!



Unimas guna Triz selesai masalah

salah satu inisiatif baharu di universiti berkenaan

"Triz merupakan satu teori penyelesaian berdasarkan perkara logik dan cara, bukan perkara yang hanya boleh kita jangka secara rambang.

"Malah, perkara berkaitan dengan inovasi dan transformasi bukan suatu yang baru bagi Unimas," katanya pada Program Pelancaran Triz di Pusat Islam Tun Abang Salahuddin (Pitas) Unimas di sini, semalam.

Sementara itu, Naib Canselor Unimas Prof Dato Dr Mohamad Kadim Suaidi berkata, mereka mula dengan membentuk kumpulan penyelidikan dan lantikan inovasi (innovation circles) dalam Unimas untuk produk dan perkhidmatan pembangunan inovatif.

"Seramai 205 pegawai akan

Unimas TRIZ Centre of Excellence Product Innovation

Sepernyampau 205 iku pesamai deka dipatih ti nyadi sebagai aringengat pengawa ngerembai guna Triz selampur Unimas.

Triz: Inisiatif baru Unimas

BARINA NANI barinanani.bn@suarasarawak.my

KOTA SAMARAHAN: Universiti Malaysia Sarawak (Unimas) nyadi organisasyon kuterubah di Asia Tenggara enggau Borneo math staf pangatur enggau pesamai profesional ba program Lath Teri Mutar Penanggul Inventif (Triz).

Chaiman, Komiti Direktor Unimas Tan Sri Panglima Sulung Matherai madah Triz tu sebagai an inisiatif baru dipogali di Unimas.

"Triz tu sebagai an teori mutarka pengangul nengah penemu enggau chara ulih diterima runding tauka logik, ukai an pengam.

"Tambah mega inovasyon enggau transformasyon tu ukai pekaru baru ba Unimas," ku iya madah nyematak.

Sulong manusia jaku nya lebah bejaka bejaka Triz di Palan Islan Tun Abang Salahuddin (Pitas) Unimas itu, kemari.

ngembing Triz renggat tiga ditu.

"Kitai mega bai kabari an palan pelajar tinggi buka ti mega nyadi tulang beakang nyukung myTriz tu.

"Diatu, kitai deka ngenia Triz mutarka penanggul ba Unimas lalu ngangkata iya nyadi sebahangk chara revolusion ti ngeniai kitai nyadi orang ti mungkal Triz ba pekaru pelajar," ku iya nerang silik.

Iya mega madahka Triz sebahangk pekaru ti deka ngangkati nama Unimas tu sebah an 100 palan pelajar tinggi pemadu manah di dunya.

"Aku meri sukung pemu ngagai chara ti udah dipungai sehati tu lalu ngarпка kitai ulih nyapai juluk tinggi tu," ku iya.

Sama datai Sapit Presiden Gerempung Triz Malaysia Tan Eng Hoo, Sapit Mandai Canselor (Pengawa Pansik enggau Inovasyon) Profesor Dr Wan Hashim Wan Ibrahim, Penasihat Kanan Gerempung Triz Profesor Dr Nooh Abu Bakar, Pemesai Register Unimas Henry Tening Sengeng,

- On-going coaching and mentoring efforts
- Strategic engagement and media publicity
- TRIZ related Publications

TRIZ@UNIMAS

Our Stakeholders



STRATEGIC QUESTION

How do we integrate our stakeholders, institutionalize innovation culture and build innovation ecosystem through shared vision and values?

TRIZ@UNIMAS

Our Stakeholders

Undergraduate Courses

1. MPU 3422 Systematic Innovation and Problem Solving
2. TRIZ application PBL (Project Based Learning) activity

MyTRIZ Competition 2020 Results

**BREAKING
NEWS**

ANNOUNCEMENT MYTRIZ BORNEO Competition 2020

TOP WINNERS

CHAMPION: MIND BENDERS (I-SAJI)

FIRST RUNNER-UP: INNOV (E-ZY PUMP BOTTLE)

SECOND RUNNER-UP: P&P2 (SAFE GARBAGE COLLECTOR)

MERIT WINNERS

TEAM ALGORITHM (WASHING MACHINE WITHOUT POWER)

TEAM L.I.A.S. (THERMAL FAN)

TEAM TUAH INOVASI (SPATULA)

TEAM FHMS (SMART TOOTHBRUSH)

TEAM CC LAB (NON FOGGY GLASSES)

TEAM TEGAS (FINGER PEN)

TEAM P&P1 (FUTURE CAR PARK)

TEAM P&P3 (EZ SPREADER)



MPU3422 SYSTEMATIC INNOVATION AND INNOVATIVE PROBLEM SOLVING

TRIZ EXHIBITION

Featuring the projects of First Year students from different faculties and background across UNIMAS, adopting and applying TRIZ concepts to their problem solving activities.

9 - 10 MAY 2019
9AM TO 4.30PM

FACULTY OF COMPUTER SCIENCE AND INFORMATION TECHNOLOGY



UNIMAS
UNIVERSITI MALAYSIA SARAWAK
COMPUTER SCIENCE AND INFORMATION TECHNOLOGY

Congratulations

CHAMPION MYTRIZ COMPETITION 2020

Team: Mind Benders (I-Saji)

Nur Adiba binti Mohd Saiful Azlan
Nur Aina Diyanah binti Azrul Asmadi
2nd Year, Computational Science

Mentor
Professor Dr Narayanan A/L Kulathu Ramaiyer
Associate Professor Dr Jane Labadin

from
Staff and Students
Faculty Of Computer Science & Information Technology

LIKE • FOLLOW • SHARE
www.fcsit.unimas.my
#UNIMASfcsitofficial

TEGUH BERSAMA

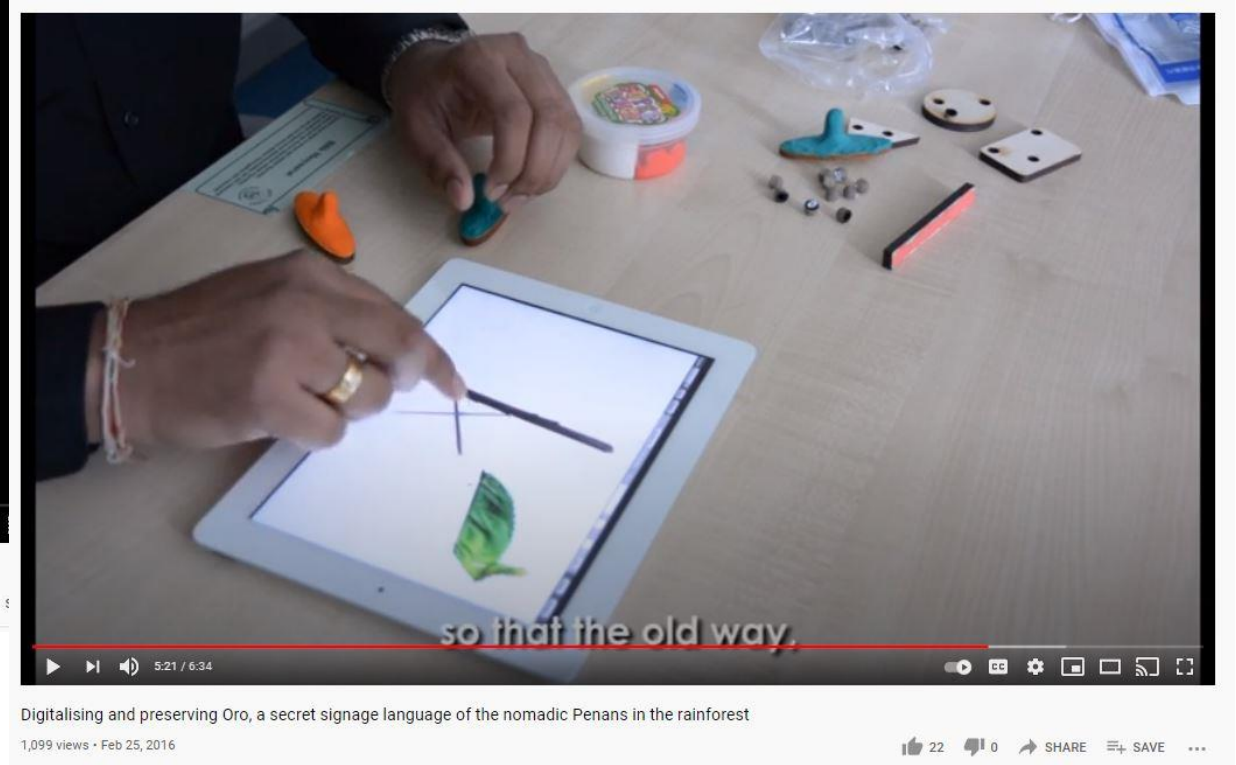


Digitalising and preserving Oro, a secret signage language of the nomadic Penans in the rainforest

1,099 views · Feb 25, 2016

22 0 SHARE

https://www.youtube.com/watch?fbclid=IwAR2ZrTTDYPeButg4CsPITqGlrSYSSYZqkqddouijxqpthKz9oC-ujaL8EsQ&v=8h0-_pDZUrl&feature=youtu.be



Digitalising and preserving Oro, a secret signage language of the nomadic Penans in the rainforest

1,099 views · Feb 25, 2016



22 0 SHARE SAVE

Oroo', a visual communication language, is still in use in the remote forests of Borneo. Oroo' represents signs or clues that are used to convey information about environmental conditions, activities, directions, animals, time periods, warnings and more. There is a close relationship between the Penan community and their natural surroundings which include the forest. All the materials, such as leaves, twigs, bark and roots, used to construct Oroo' symbols are obtained from forest.

(George, Kulathuramaiyer & Bala, 2020: p185)

TRIZ@UNIMAS

Our Stakeholders

<p>Oroo'</p>  <p>Teloko</p>	<p>TRIZ Inventive Principles</p>  <p>6 Kepelb</p> <p>Multi-func</p>
<p>This Oroo' is used to represent hunger when they are in the forest. They will fold the leaf into a cup shape for them to take water.</p> <p>Function: A leaf can serve a variety of purposes. Teloko represents a diversified use of leaf.</p>	<p>Create a more uniform system.</p> <p>A) Objects can perform therefore, other elements</p>

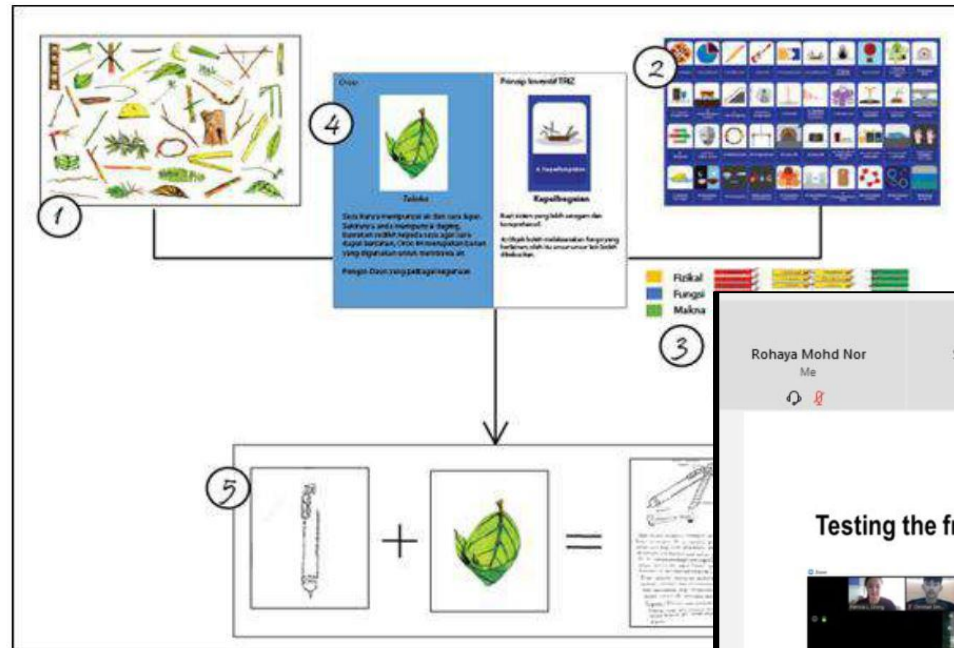


Figure 3: Innovation mapping framework.

(George, Kulathuramaiyer & Bala, 2020: p185)

The screenshot shows a Zoom meeting interface. The title bar reads "Testing the framework with the Penan students". The meeting participants list includes Rohaya Mohd Nor, Sim Hock Kheng, nor safura binti..., Franklin George, and User. The main content area displays a presentation slide with images of students working on projects outdoors. The slide includes the text "Face to face testing" and "Zoom meeting and discussion".



Universiti Malaysia Sarawak (UNIMAS)

October 16, 2019 · 🌐

Langsung dari Sarawak N7

First TRIZ Certified Practitioner Award in Borneo



TRIZ@UNIMAS

Our Stakeholders



TRIZ 4 Teachers & Parents

The TRIZ 4 Teachers & Parents is a special workshop arranged to share the method of teaching creative and innovative thinking skills. It is customized for teachers and parents who are keen to impart the thinking skills to children. It is based on the methods of solving 'open' and 'inventive' problems.



1. On-going training, coaching and mentoring efforts
2. Strategic engagement with industry and community
3. Media publicity

16 • TEMPATAN KHAMIS • 17 OKTOBER 2019 • 18 SAFAR 1441H Utusan Sarawak

Sarawak hasil pengamal TRIZ terbanyak

KOTA SAMARAHAN: Sarawak berdasarkan statistik Malaysia TRIZ, telah menghasilkan bilangan pengamal TRIZ melalui latihan yang terbanyak di Malaysia.

Mengikut rekod setakat tahun 2019, Sarawak telah menghasilkan 1,109 pengamal TRIZ yang terlatih. Di Malaysia, jumlah pengamal TRIZ adalah 10,053.

Untuk julung kali, UNIMAS dengan sokongan MyTRIZ mengadakan "Majlis Anugerah Pentauliah Pengamal TRIZ yang Pertama di Borneo" untuk meraikan hampir 200 staf dari tiga institusi - UNIMAS, Sarawak Energy Berhad (SEB) and Tabung Ekonomi Gagasan Anak Bumiputera Sarawak (TEGAS) yang telah berjaya di taullahkan pada tahun ini.

TRIZ atau *Theory of Inventive Problem* di bangunkan oleh seorang inovator dari Rusia, Genrich Altshuller pada zaman 1940an. Di sebabkan kaedah dan populariti TRIZ yang telah digunakan oleh beberapa syarikat korporat besar, TRIZ kini telah berkembang di seluruh dunia termasuk Malaysia. TRIZ menawarkan teknik pemikiran dan penyelesaian masalah untuk membantu menyelesaikan masalah kompleks dengan membuat penyelesaian mudah dan terancang.

Program latihan TRIZ adalah sangat ideal kepada Pengusaha Perusahaan Kecil dan Sederhana (SME) dalam memberi kemahiran kepada pekerja mereka untuk menghadapi cabaran era Industri 4.0.

Malaysia TRIZ (MyTRIZ) sebagai penaung konsortium TRIZ Malaysia menyediakan pentauliah TRIZ di Malaysia. UNIMAS Profesor Narayanan Kulathuramaiyer dari Institut Informatik Sosial dan Teknologi Inovasi (ISITI) menawarkan latihan ke arah pentauliah TRIZ sehingga Tahap 3 untuk Sarawak dan Borneo.

MAJLIS Anugerah Pentauliah Pengamal TRIZ yang Pertama di Borneo untuk meraikan hampir 200 staf dari tiga institusi iaitu Unimas, SEB dan TEGAS

SARAWAK PRODUCED LARGEST TRIZ PRACTITIONERS IN MALAYSIA (2019)

INNOVATION ECOSYSTEM

An innovation ecosystem is the evolving set of actors, activities, and artifacts, and the institutions and relations, including complementary and substitute relations, that are important for the innovative performance of an actor or a population of actors.

(Granstrand & Holgersson, 2020:p3)

Co-evolution/ co-specialization

- Co-evolution
- Co-specialization

Activities

- Innovation processes
- Innovation activities
- R&D

Competition

- Competition
- Coopetition
- Coordinated coherent solution

Actors

- Firms
- Organizations
- Agents
- Government

Artifacts

- Knowledge/technology
- Capital / resources
- Products / services
- Platforms

Collaboration

- Shared goal
- Collaboration
- Complements
- Co-creation

Institutions

- Decision principles
- Institutions
- Policies / regulations

Source: Granstrand, O & Holgersson M. (2020). Innovation ecosystems: A conceptual review and a new definition. Technovation, V (90–91): 1-12.

TRIZ@UNIMAS

Modelling Innovation Ecosystem

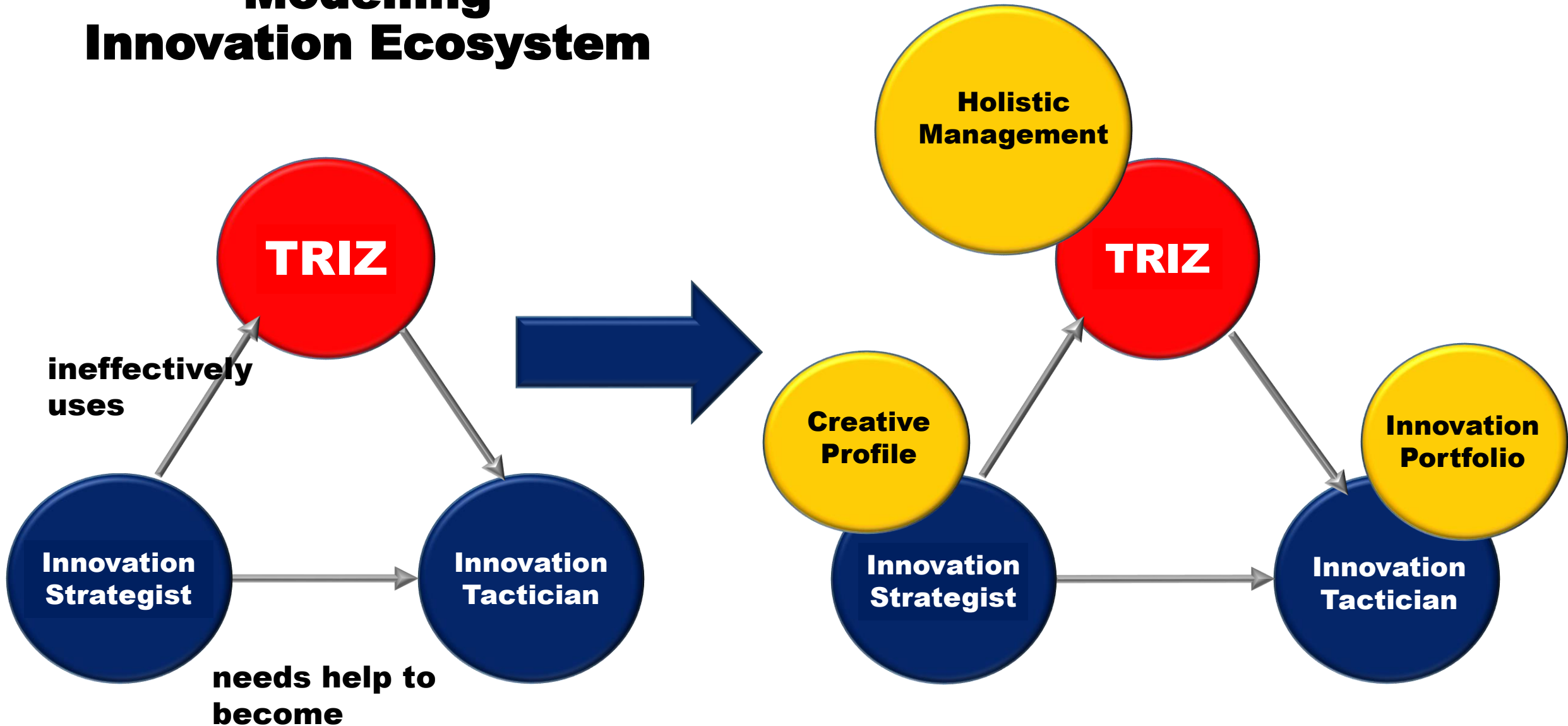
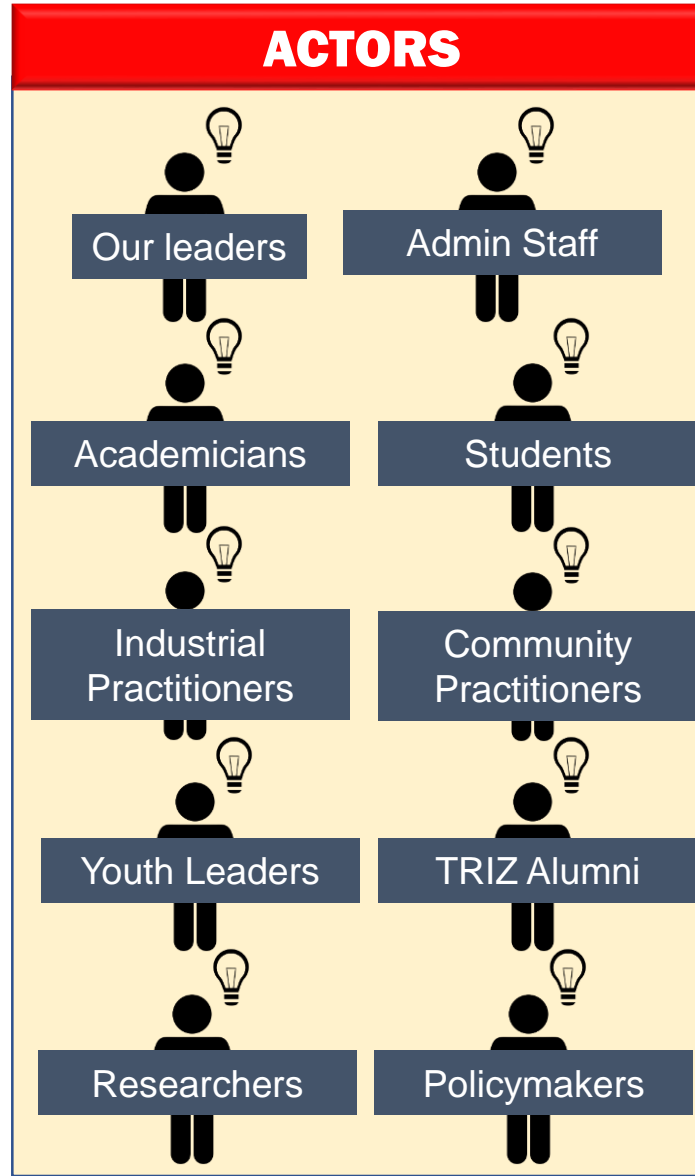


Illustration of Adaptation using TRIZ Visual Way of Thinking

TRIZ@UNIMAS

Modelling Innovation Ecosystem



Activities

- Innovation circle groups
- Innovation activities & competition
- R&D clusters
- Innovation processes related to TRIZ (T&L, R&D, management, training etc.)

Institutions

- Project champions from higher level management
- Certified TRIZ practitioners are decision makers (strategic and operational)
- TRIZ being integrated in the systematic management training program

Synergize with Stakeholders/ Sharing Vision and Values

- Co-evolution / co-specialization
- Coordinated coherent solution
- Strategic collaboration

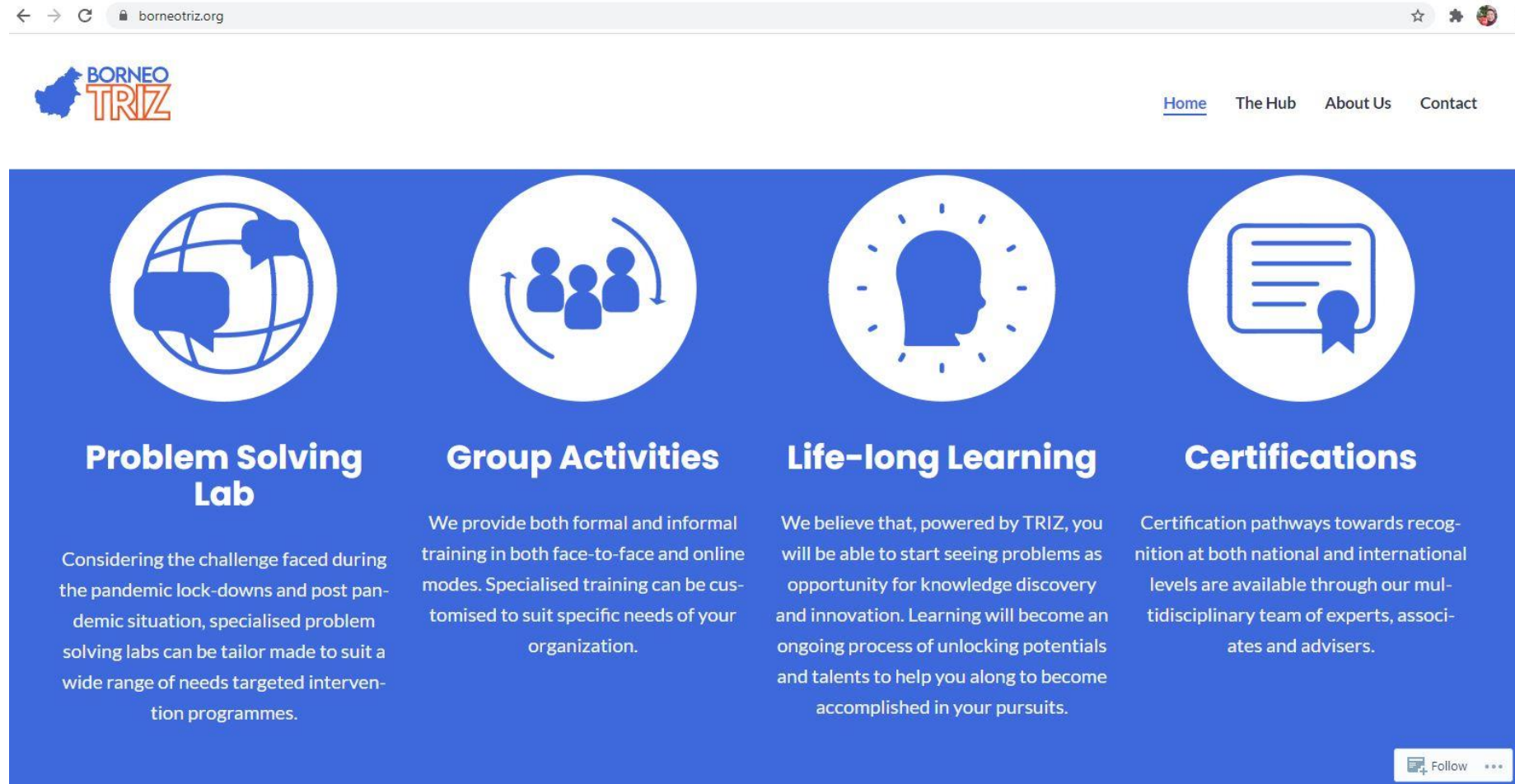
TRIZ Produces Thinkers who constantly Innovate

- Profiling staff, and pick out the champs with a simple measure:
 - Personal Capacity: Creative CV
 - Can systematize Innovation: Innovation Agenda with Evidence of operationalization
 - Recognition from internal/external partners
- We have a way of measuring problem-solving abilities based on TRIZ
- Patent databases used by everyone including students and administrative staffs to benchmark their inventions
- Multi-disciplinary Idea banks will be harnessed to stimulate collaborative projects at all levels

LESSONS LEARNED FROM UNIMAS

- Shared vision and values are important
- The role of agents – innovation strategists, innovation tacticians, and innovation champions
- Integrate Change Management Model (ADKAR Model) and implement effective buy-in strategies
- Recognize product/service innovations, and the business of creation
- Building an ecosystem for nurturing systemic innovation and creativity using TRIZ tools

TRIZ@UNIMAS



Lets Discover the Mystery, Miracle and Magic of TRIZ