

## Systematic Innovation for Business - Definitions and Characterizations

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Innomation Corp bases its Systematic Innovation (SI) for Business services on tool sets that were developed specifically for business innovation and through modifications of some of the TRIZ discipline tools. Like TRIZ, SI for Business focuses the problem solver on the “real” problem to be solved and breaks the mental inertia around how that classification of problem has been traditionally solved. Further, SI for Business identifies and helps to negate conflicts facing your organization. The result is a clear understanding of what issue need analysis focus and will best address the organization’s challenges in a holistic way. Then SI for Business produces a surplus of innovative and wide ranging solutions addressing the identified needs.

#### What are some of the SI for Business tools?

- **Prediction Trends (Trends of Business Evolution)** – A compilation of multiple business trends that can be used to understand how business systems and services have evolved over time and will change in the future.
- **Perception Mapping** – An analytical tool used to inter-relate seemingly unrelated perceptions from a variety of people (customers, managers, delivery drivers, government officials, etc.) about a situation or issue. The process aids in identifying which perceptions should be focused on to best address all of the concerns surrounding the problem.
- **Cause and Effect Chain Analysis** - An analytical tool that identifies the key disadvantages of the analyzed business system. This is accomplished by building cause-effect chains of disadvantages that link the target disadvantage to its fundamental causes.
- **Function Analysis** – An analytical tool that identifies system functions and their characteristics.
- **Trimming** – An analytical tool for improvement of the business system by removing (trimming) certain components and redistributing their useful functions among the remaining system components.
- **S-Curve Analysis** – An analytical tool used to understand where a business, or components of its operation, are in relation to the traditional S-Curve model. Just as the phases of the S-Curve (Birth, Infancy, Growth,



Maturity and Death) have distinct characteristics, so do the solution generally applied within those phases.

- Just as in other disciplines, SI for Business provides multiple ways to model problems and solutions as well as providing tools to help with the transition from problem to solution modeling.

Go to [InnomationCorp.com](http://InnomationCorp.com) for more information about TRIZ and Systematic Innovation for Business.