

# International TRIZ Conference 2023



**MATRIZ Official**

THE INTERNATIONAL TRIZ  
OFFICIAL ASSOCIATION

Graz, Austria

August 30, 2023, 11:00 a.m. – 12:00 p.m. CET

**Tutorial**



## The power of balance – how people can strengthen their creativity in stressful times

This tutorial teaches participants how to tap into the creative intelligence of their bodies for innovative thinking. By utilizing mindfulness exercises and visualizations, individuals can calm their minds, develop concentration, and enhance empathy for systems. The approach draws from scientific methods like mindfulness training, Theory U, and Mindful Leadership Training. Through reducing stress, strengthening resilience, and fostering inner connection, participants can access creative intuition on demand and enhance their creativity.



Speaker: Barbara Gronauer

Barbara Gronauer is a systemic and agile coach, mindfulness teacher, organizational developer, and TRIZer. With experience in transformation management and process support for ideation, she combines the development of new products and creative competences in team coaching. Barbara values mindfulness and participation-oriented workshop formats, emphasizing body intelligence and sense-orientation for sustainable change. She has been involved in various ventures and co-founded TRIZ Academy in 2011 alongside Horst Nähler.

**REGISTRATION: [WWW.MATRIZ-OFFICIAL.NET](http://WWW.MATRIZ-OFFICIAL.NET)**