

International TRIZ Conference 2023



MATRIZ Official

THE INTERNATIONAL TRIZ
OFFICIAL ASSOCIATION

Graz, Austria

August 30, 2023, 12:00 p.m. – 1:00 p.m. CET

Tutorial



It is hard to be a genius – The life and adventures of Genrikh Altshuller

Genrikh Altshuller, a prominent 20th-century figure, is revered alongside Einstein, Freud, Turing, and others. He created TRIZ, a widely used innovation methodology, and founded the International TRIZ Association. Altshuller originated the Theory of Creative Person Development and the system of Creative Imagination Development. He was also a popular science fiction author. Altshuller proposed new paradigms, emphasizing everyone's creative potential and the importance of studying history of technology for effective innovation. This tutorial explores his multifaceted life as a scientist, inventor, writer, and community organizer, highlighting unique personal experiences.



Speaker: Simon Litvin, PhD, TRIZ Master

Dr. Simon Litvin is a world-renowned TRIZ expert. With over 40 years of experience, he is one of the architects of advanced TRIZ methodology – GEN TRIZ. He is the main author of advanced TRIZ tools like modern Function Analysis, Trimming, Function-Oriented Search, and Main Parameters of Value Discovery. Dr. Litvin is the founder and President of GEN TRIZ, LLC, the largest TRIZ-based company globally. He has led consulting projects for Fortune 500 companies and holds prestigious positions in TRIZ associations. Dr. Litvin is a direct student and multi-year collaborator of G. Altshuller.

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