

# Open Exchange Session Report

TRUE INNOVATION ~ Ellen Domb

What is it?

When should I do it?

How does TRIZ help?

How do I make it happen?

Innovation = Creativity + Commercial Success

## When to innovate?

Can't meet a customer requirement

Strategic decisions

Research ---→ Development

Opportunity for Lean

Competition  
(meeting customer needs)  
More ^ Differently  
(I)

Indirect Innovation

	Past	Now	Future
Sub			
Sy		X	
Sup			