



# SYSTEMATIC INVENTIVE PROBLEM SOLVING

Dates: 3-5 October  
Length: 3 days 9:00am - 5:00pm

Fee: \$2,000 (Includes 'Solving the Right Problems with the Right Ideas' workbook/reference text - RRP \$299)

## OVERVIEW

The key characteristic of highly successful innovative organisations is the way their people think, or more importantly, the way they think together. The biggest killer of innovative ideas is when an organisation thinks in silos - us versus them, sales versus logistics, finance versus customer service. Organisations that are able to harness the whole organisation's brain are proven to solve problems with more innovative ideas. The problem is so many innovation or creativity tools and techniques have become exclusively for the 'creative people' in the organisation and often marginalise the very people that know the most. This program introduces a unique inventive problem solving technique designed to get the whole organisation not only thinking differently, but thinking together, harnessing the latent innovation thinking power of the whole organisation.

## BENEFITS

Participants will understand;

- how focusing on problem identification can be a powerful driver of new, innovative thinking
- how using systematic thinking can uncover better, more relevant solutions than many of the creative tools, like brainstorming
- how problem-solving systematic inventive thinking can more effectively harness the whole organisation's brain.

## CONTENT

- Inventive Problem Solving theory and tools
- Problem Identification techniques
- Systematic Inventive Thinking
- Idea Development
- Inventive Team Thinking tools

## FACILITATOR

**John Gerrie.** John spent over 27 years with Reckitt Benckiser in senior leadership roles in Australia, USA, Europe and Africa. John headed the global innovation process team in the mid-2000's and was the architect of Reckitt Benckiser's global innovation methodology. Since 2006, John has been helping organisations around the world think differently. His KN3W IDEAS Inventive Problem-solving methodology is widely used in many organisations. John also chairs the FMCG Association in Australia / New Zealand and is a regular speaker at FMCG and Innovation conferences.

## EXECUTIVE EDUCATION UNIT

The Executive Education Unit utilises the discipline strengths of the Faculty of Business and Law within Victoria University and selected expert consultants in: leadership, management, accounting; banking and finance; logistics; law and hospitality to provide a range of services to industry and the community. The aim is 'learning for sustainability and business expansion' with a philosophy of 'learning to learn'.

## WHO SHOULD ATTEND

Executives – CEO and the Leadership Team; and Senior Managers – particularly Sales, Marketing and Research & Development.

## VENUE

Victoria Graduate School of Business:  
Victoria University, 300 Flinders St, Melbourne

## REGISTRATION

Registration form available from the Executive Education Web site:  
[www.vu.edu.au/eeu](http://www.vu.edu.au/eeu)

## CONTACT US

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