

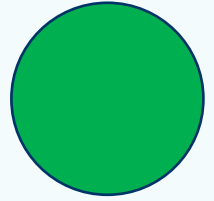


# Inventive Problem Solving

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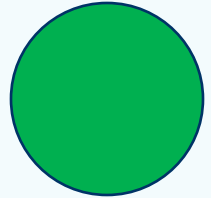
**INNOVATIONS-** what does it mean?



## Your definition:

- **2 minutes**
- **10 words**
- **1 example**

# Questions



- How many innovation does your country need?
- What are the requirements to staff creativity?
- Innovation's searching – in which directions?

**Wonderful!**

**Uncommonly!**

**Success!**

**INNOVATION**

**It changes market**

**We overcame!**

# Innovations – compound word...

.....we see novelty...

**Eureka!!!**

**First!**

**Never before**

**innovation**

**New**

**Great discovery**

# Innovations – compound word...

...at the same time “but”...

**Risky!**

**No money!**

**No time!**

**innovation**



**What for?**

# Innovations – compound word...

...where innovations...

**place**

**time**

**segment of  
market**

**innovation**

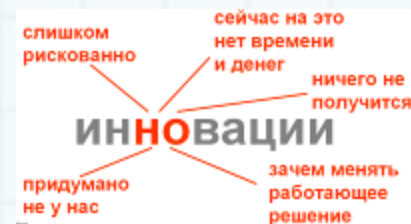
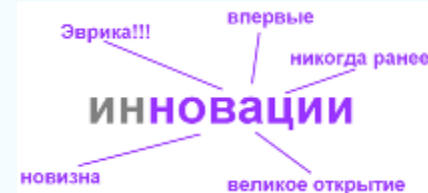
**country**

**culture**



# Innovations – definition

- New, uncommon
- Problem solving
- Can change the market
- Not easy!
- $\neq$  invention, discovery



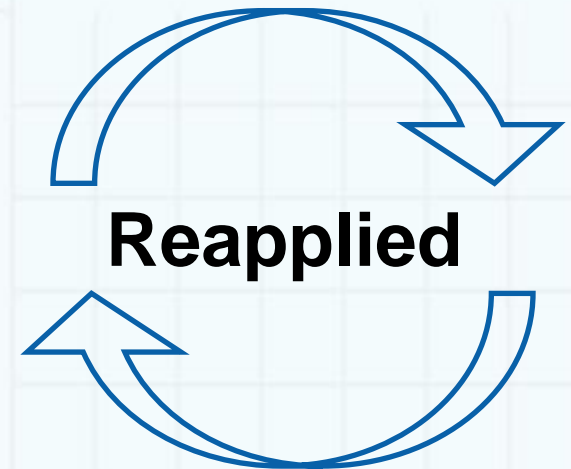
**«True innovations pose problems,  
which the client need to solve»**

***Sirsi Ajay K.  
Marketing Led –  
Sales Driven. 2005.***

# Types of innovations

®aDicaL

in.cre<sup>m</sup>.ental



# Radical innovation

## Travel from Moscow to Vladivostok



**1890**

**Anton Chekhov**  
**81 days**



**4 persons**  
**7 days**

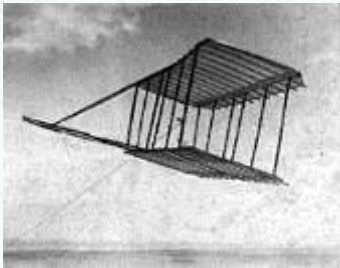
**Principal change**  
**Fundamental influence**



**300 persons**  
**9 hours**

# Incremental Innovation

**1903**



**1920**



**1940**



**2014**



**faster**

**more comfortable**

**more cheap**

**more surely**

# Reapplied innovation

## super-glue:

New sphere



Firstly – for medicine (stomatology)

# INNOVATIONS – WHERE?

# Innovation – what kind?

Wonderful Invention, Technology

**or**

Good Business-model?



# Example: Xerox 914 (Model A)

From Computer Desktop Encyclopedia  
Reproduced with permission.  
© 1996 Xerox Corporation



[www.officemuseum.com/copy\\_machines.htm](http://www.officemuseum.com/copy_machines.htm)

# Example: Xerox 914

## HISTORY

- Chester Carlson invented the process of electrophotography
- 1955 - a wet copy, as was produced by the mimeograph process (cost of equipment ~ \$300, 20-30 copies per day)
- Cost of Xerox ~\$2000

**Partners to produce Xerox?**



- **“May be this technology is very well for special purposes, but the model 914 has not future on the market of office equipment”**

*ADL Consulting (for IBM)*

- **“We suppose, that copying process, based on electrophotography has not technological and commercial prospect and don't possess to invest in working out of project”**

*Mellori, head of R&D Department, Kodak, 1959*

# Xerox 914

- good technical idea
- decision of problem (quality, faster, convenient copy)

**BUT: «...914 has not future on market of office equipment»**

## Why?

- consumers have decision of problem
- consumers haven't understand Xerox benefits and doesn't want to pay 2000\$

**It is necessary to find idea how to convince of the Xerox benefits**

# Xerox 914

New bu

- \$95 pe

of the fi

- additio

of risk c

Result:

- wide u

now...  
make  
copies on  
ordinary  
paper  
without waste!

**Push a button  
... copies flow!**  
Anyone can make perfect copies everytime on a Xerox 914 Copier. No wet chemicals, or expensive coated papers are required, and there are no exposure settings to make. It's automatic! Makes copies on ordinary paper (plain or colored) or selected offset masters.

**Copies are as good as originals**  
So true is the quality of reproduction with a Xerox 914 Copier many people say that copies look better than originals. And it copies anything—letters, invoices, statements, newspaper articles, even pages in bound volumes or post-ups on rigid material.

**If you spend less  
or more per page**  
on office copying supplies, you modernize your copying machine. One user of the Xerox 914 says you do so many things, make so quickly! For full details contact Xerox Inc., Dept. 96-32.

**NEW XEROX® 914  
OFFICE COPIER**

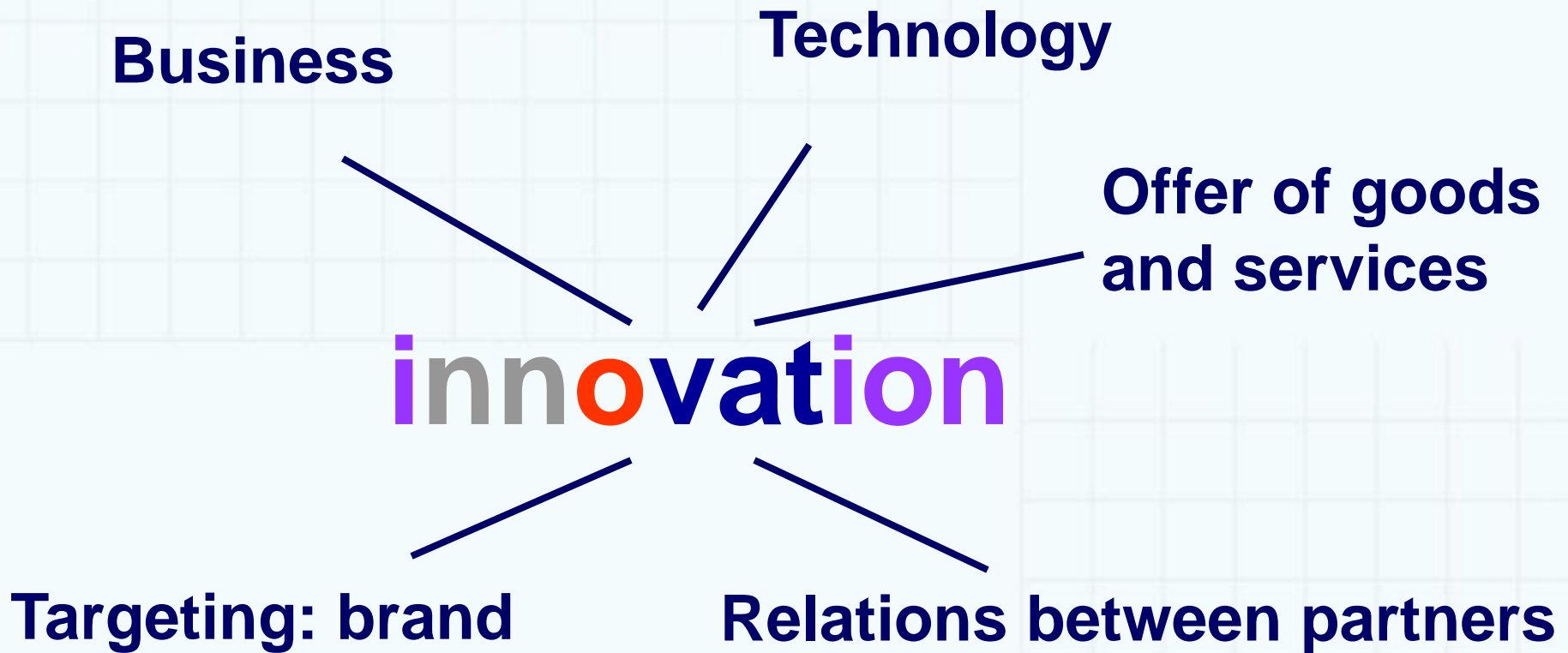
and print

- transfer

[www.officemuseum.com/copy\\_machines.htm](http://www.officemuseum.com/copy_machines.htm)

# Harley Davidson







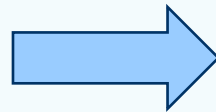
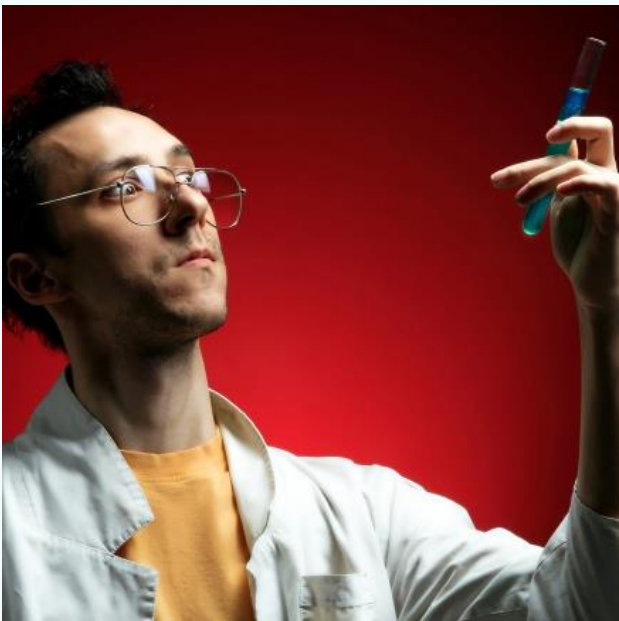
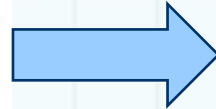
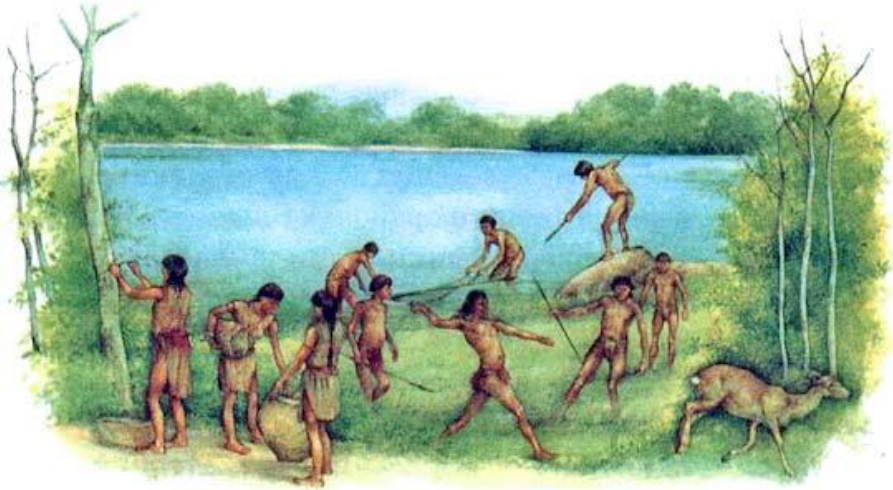


# Innovation killers

- **Project limits**
- **Psychological inertia**
- **Information over plus or lack of**
- **Ready to compromise**
- **Unavailability to accept if ideas**
- **Risk**
- **Decision of another problem**

# How to organize effective movement?

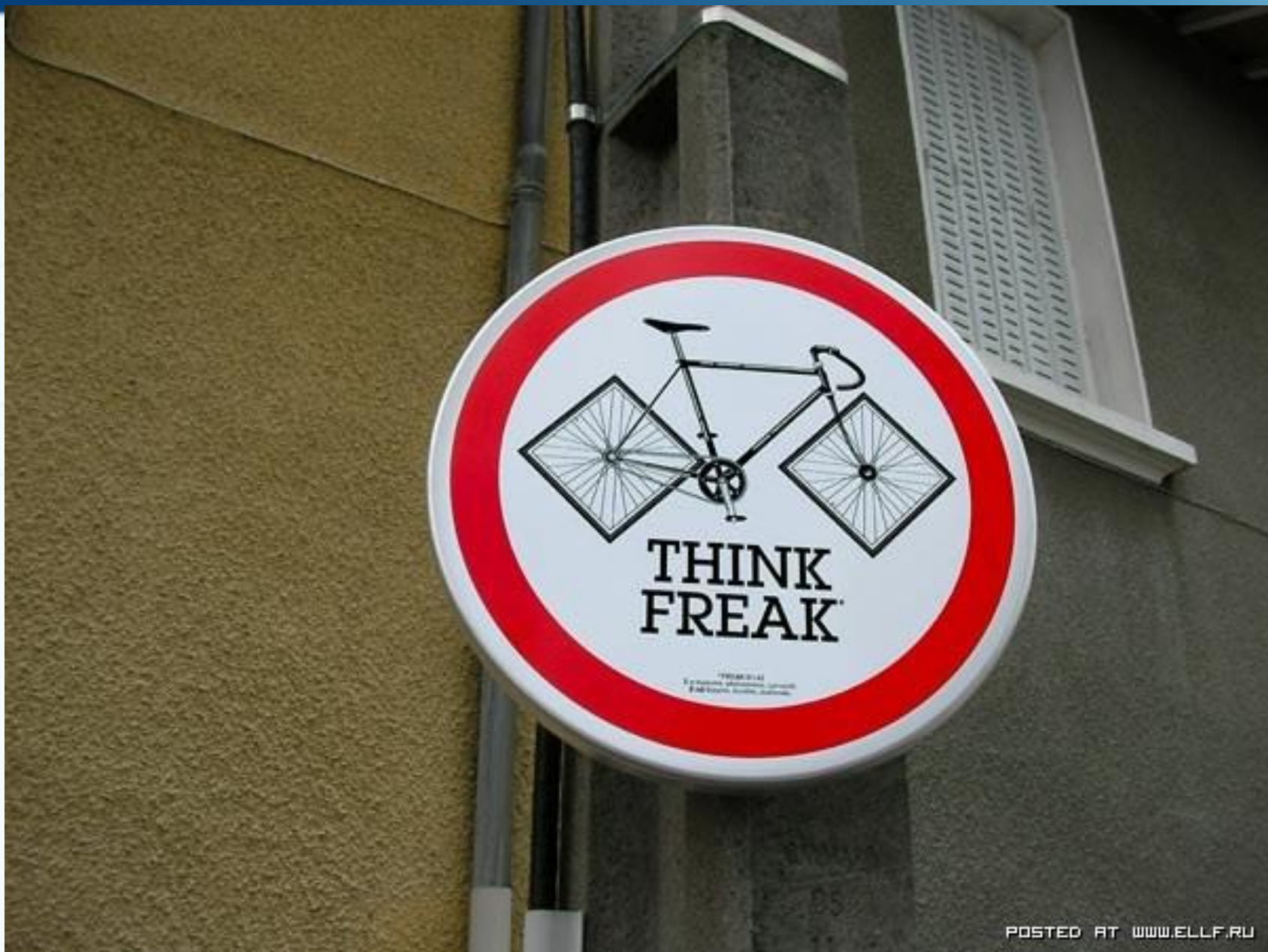




## Поддержка сети 3G





















BUGAGA.RU







**Make decision  
for the next  
problem situations**





