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# Insourcing Innovation: How to Achieve Competitive Excellence Using TRIZ

*By David Silverstein, Neil DeCarlo, Michael Slocum*



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## **Insourcing Innovation: How to Achieve Competitive Excellence Using TRIZ**

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Innovation is central to business success, yet no other aspect of business is as frustrating and out of control. Instead of occurring in fits and starts and strokes of genius, innovation needs to become an all-the-time event that's measurable, reliable, predictable, streamlined, and effective. Asserting that every innovation objective has a finite set of possible solutions given its unique constraints, TRIZ, the Theory of Inventive Problem Solving, is a structured system for making innovation more manageable and profitable.

Part V discusses how structured innovation is part of the larger system of "total performance excellence." Highlighting their interdependence, it shows how key aspects of business excellence enable structured innovation, and at the same time are enabled by structured innovation.



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