

B&C International Innovation Power Development

Providence University Taichung
2-hour speech in March

Creative Problem Solving Methods in the workplace

Short Summary

In global competition, there is a great need to differentiate from others. Enterprises have to generate ideas for something special, unique, extraordinary or something new to differ from other competitors and to come to a monopoly position with a higher Return on Investment from this Unique Selling Proposition. The most successful way is to create a novelty, which brings new functional or exciting benefits to the customers and meets their needs. One call this: "the success way of innovation". However, what a company tries to create it will be very helpful to use creative problem solving methods. But most companies have not any notion how to penetrate the jungle of more than 150 Creative Problem Solving Methods. They have not enough knowledge and no experience to decide which method applies to which problem or to their current business.

Another advantage of applying creative problem solving methods is, that this will lead to a creative culture in which leadership will become easier for managers than leadership with rational reward systems. Results from creativity methods cause intrinsic motivation at the workplace. Employees with intrinsic motivation engage in the task willingly as well as work to improve their skills, which will increase their capabilities.

- Wake up call by Mind-Mapping
- Complexity and Creativity Methods
- Combination Matrix Method Theory
- Case Study of morphological Combination Matrix
- The Brainwriting Method
- Evaluation of Ideas

In the course you will learn how to use the Mind Mapping Method to create your own CV with personal objectives. How to use the Combination Matrix Method for creating something new in a short time. You also learn to use Brainwriting Method for generating ideas in a group and evaluate in a way that the novelty will survive.

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Short Introduction of Heinz-Juergen Boeddrich

Heinz-Juergen Boeddrich is a creativity coach and consultant for innovation focused on creativity training, idea management, ideas in the workplace and computer-aided idea management.

Heinz-Juergen Boeddrich studied management economics at the Johann Wolfgang Goethe University in Frankfurt, with an emphasis in organizational theory. As a former judo player and trainer in African countries he learned how to lead people in foreign countries. He was an active member of Junior Chamber International and organized large conferences in business, sports and culture.

His publications and remarkable presentations in Shanghai („Success Factor Idea Management“, China Creative Studies Institute), Singapore (“Boundaries and Requirements of Computer Aided Idea Management“, Unilever), Paris (“Creativity in the workplace“, University Paris 5 Institute René Descartes) und St. Paul-Minneapolis (“The idea assessment of the five Samurai“, Creative Problem Solving Institute, Buffalo USA) are well known in the arena of Idea Management.

Since 2009 he is academic at Wilhelm Buechner University, Darmstadt giving lectures in Innovation and Technology Management and in various fields of Business Administration (HRM, Organisation, Leadership and Management, Project Management).

At present he is writing study-books for Master Students at AKAD University in Stuttgart, Germany. These are based on the research how cross-cultural-confrontation can influence the emergence of Innovations in business and economies.

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Dipl. Kfm.

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