Whispered Voices:
Understanding Populations Better Than They Understand Themselves
Who are these people? And why does it matter?

TRIZ is one of the most powerful innovation-aids in existence. Scour the world for examples of TRIZ-originated innovation success stories, however, and there isn’t much to be found. The main reason for this is because classical TRIZ has focused on inventive technical problems, when in reality over 80% of innovation attempt failures come from reasons that have nothing to do with the technical solution. As a complement to TRIZ, then, this one day workshop examines the other 80% of the innovation story – really understanding the customer; really tapping into the intangible drivers that dominate what people spend their money on; and really managing the inherent complexities of markets – in a manner designed to complement TRIZ.

The workshop starts from Customers. Everyone knows that capturing the Voice of the Customer is a vital part of any organisation, whether it be public or private, profit or non-profit, product or services. Unfortunately, what every organisation knows is that the customer is very often completely unable to tell us what they want next. Sure they will know to ask for smaller, faster and cheaper, but, to quote Henry Ford, what they are asking for is a better horse and not a car.

Paradoxically, of course, as soon as the customer sees the breakthrough innovation – the cell-phone, digital camera, Wii, eBay, the iPod – they instinctively know that that is what they want.

So, they don’t know what to ask for beforehand, but as soon as they see it (or pretty soon after), they know that they want it. What can organisations do in this situation?

This workshop is about exploring some of the answers to that question.

Answering the question involves predicting the future. Predicting the future, we all know, is traditionally a tough if not impossible task. Organisations that are better able to predict the future
needs of their customers – in the next two, five, ten, twenty... fifty years – though are the ones most likely to survive and thrive into the future.

Based on our three million data-point, 12 year programme of research into, we think we are now in a position to reveal some of the underlying DNA of innovation and change. We understand why most change initiatives fail. More importantly, we think we have also identified what organisations need to do to make a substantial impact on their hit rate.

This workshop is about exploring beyond leading edge strategies for understanding things that haven’t happened yet.

This does not mean gazing into fuzzy crystal balls. It means bringing together a bottom-up scientific understanding of the dynamics of societies and the people within them. It is about understanding the ‘inevitable surprises’ of demographic patterns; it is about uncovering repeatable generational cycles; about listening to the Voices telling us what motivates and de-motivates people to spend their hard-earned money at the various different stages of their lives (and for that matter also what motivates people to come and work for us); it is about listening to the unspoken Voices of the products and services that they are going to spend that money on.

Turning the story around the other way, by exploring the behaviour of ‘customers’ we also obtain significant insights into the people that work within our organisations. How do we engage employees in change? How do we get people to solve problems more effectively? How do we create a sustainable quality culture?

Both sides of the coin will be explored in this half day, hands-on workshop building on a decade’s worth of real-life case studies working with client MNC, NGO and SME organisations around the world. The primary objective of the workshop will be to reveal the underlying science behind the 80% of the innovation story not covered by classical TRIZ.

Programme:

1) Big Picture Overview – why futurologists always get it wrong
2) Innovation = commercially successful step-change = Voice of Customer x Voice of System
3) Voice Of Customer Dimension 1 – How We Think
4) Voice Of Customer Dimension 2 – Generational Cycles
5) Voice of Customer Interactions – unravelling the complexities of societal trend patterns
6) Voice of System – Predictable Evolution Of Technical & Business Systems
7) Putting It All Together

Delegates are welcome to bring along their own future prediction problems and challenges to work on during the frequent exercises scheduled through the event.

Delegates will have the option to purchase a discount priced copy of the ‘TrenDNA’ book as a part of their registration fee. RRP of the book = 100USD; delegate price = 70USD.
The Workshop will be given by Darrell Mann.

**Darrell Mann**, Director, Systematic Innovation Ltd, UK

Following a fifteen year spell working in aerospace R&D, since 1995, Darrell has researched, taught and consulted in the field of innovation. With over 600 systematic innovation-related papers, patents and articles to his name he is now one of the most widely published authors on the innovation subject in the world. Darrell consults with a range of government bodies, MNCs and corporations around the world. Averaging around 25 days per month on the road, Darrell has an average velocity of 30mph and an average altitude of around 200 feet.