

SIT - Systematic Inventive Thinking



Systematic Inventive Thinking



SIT is a privately owned innovation company, established in 1995, headquartered in Tel Aviv with offices and affiliates on five continents.

60 innovation facilitators from **diverse professional backgrounds** sharing a **passion for innovation**, and helping organizations and the people who work for them become more creative.

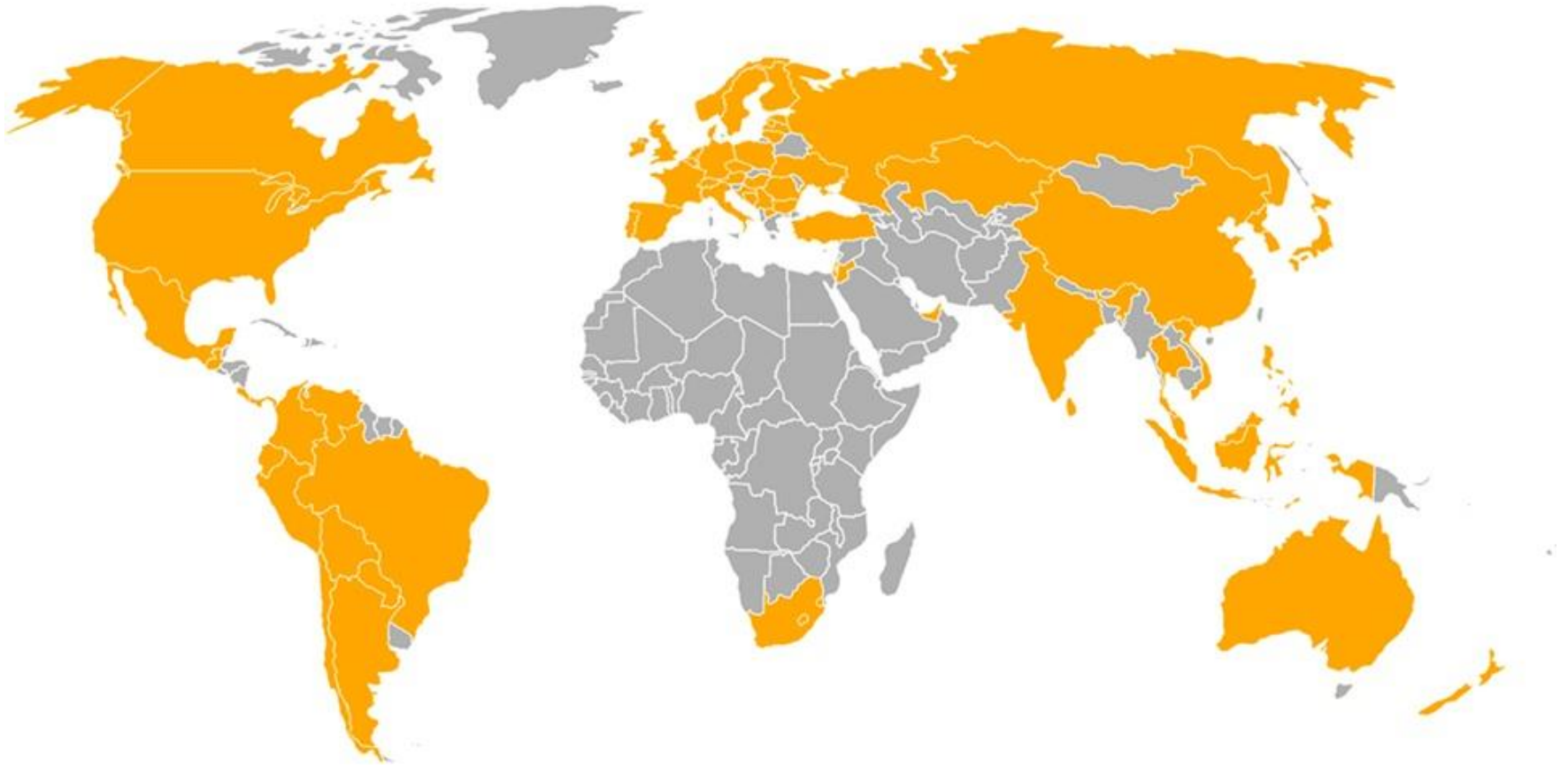
Our Promise

{ SIT helps companies succeed by achieving **self-sustaining long-term innovation**

{ We provide companies that want to **think** and **act differently** with the **HOW**

{ The **HOW** is our unique **Systematic Inventive Thinking® (SIT) methodology**

**SIT is used by over 1000 companies
in 70 countries**



Some Of Our Friends Around The World



Good Food, Good Life



SIT Applications

**New Product/
Promise/
Process
Development**

**Marketing
Communications**

Advertising

Problem Solving

**Increasing
Productivity &
Cost Reduction**

**Conflict
Resolution**

**Strategy
Development**

**Business Model
Innovation**

**Organization-wide
Innovation
Programs**

Innovation Is A Business Process!

SIT™

helps managers in organizations
to **think** and **act differently**
in a **useful** and **effective** way.

Why Innovate?

Why not Innovate?



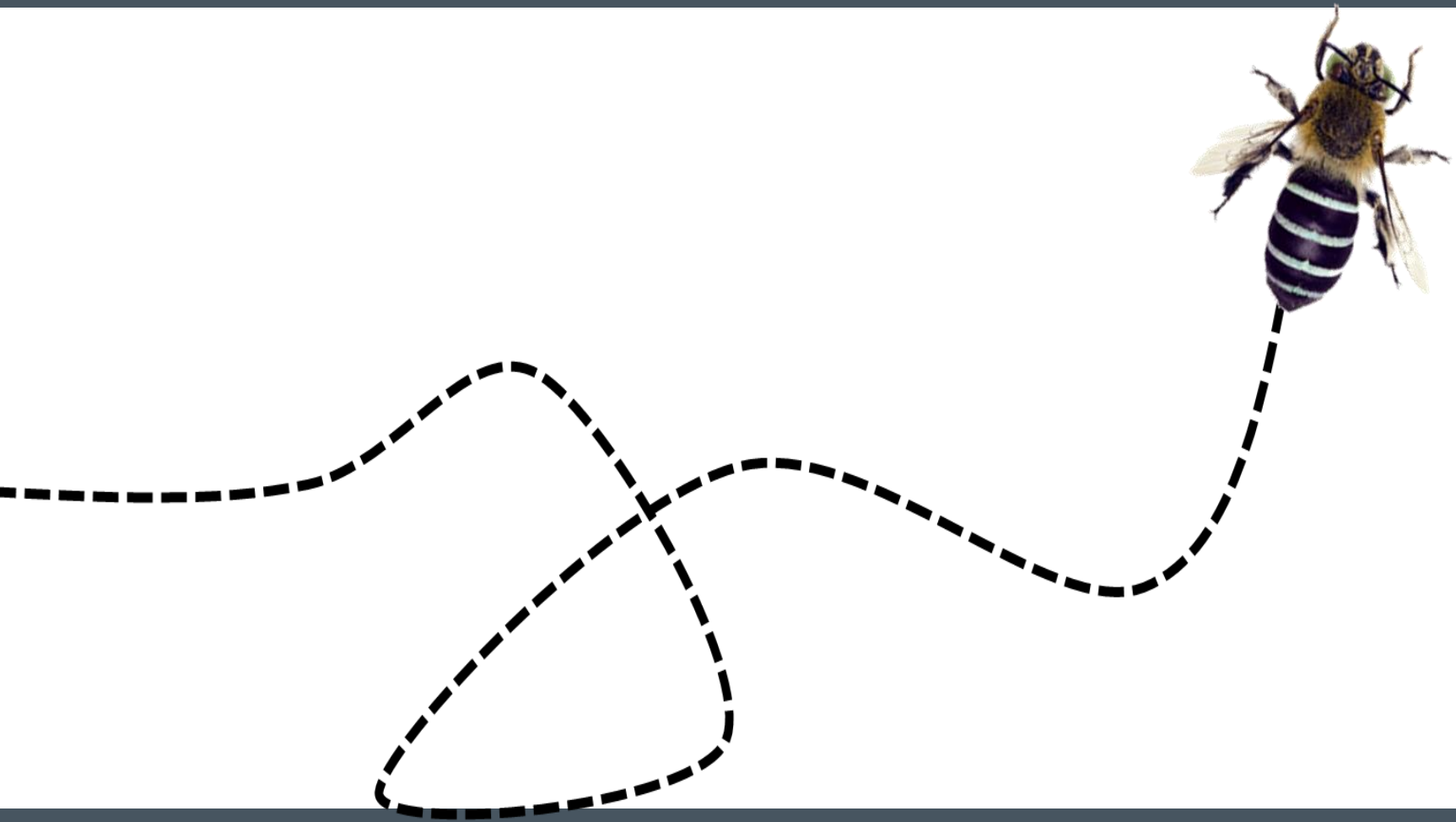
What Kind of Innovation?



3 Main Motivations for Innovation



1. Innovation is a Buzz



2. Innovation for Survival



Kodak

BLOCKBUSTER

YAHOO!

BlackBerry

3. Innovation Gives Freedom



Why is it hard to Innovate?



Out Of the Box Thinking



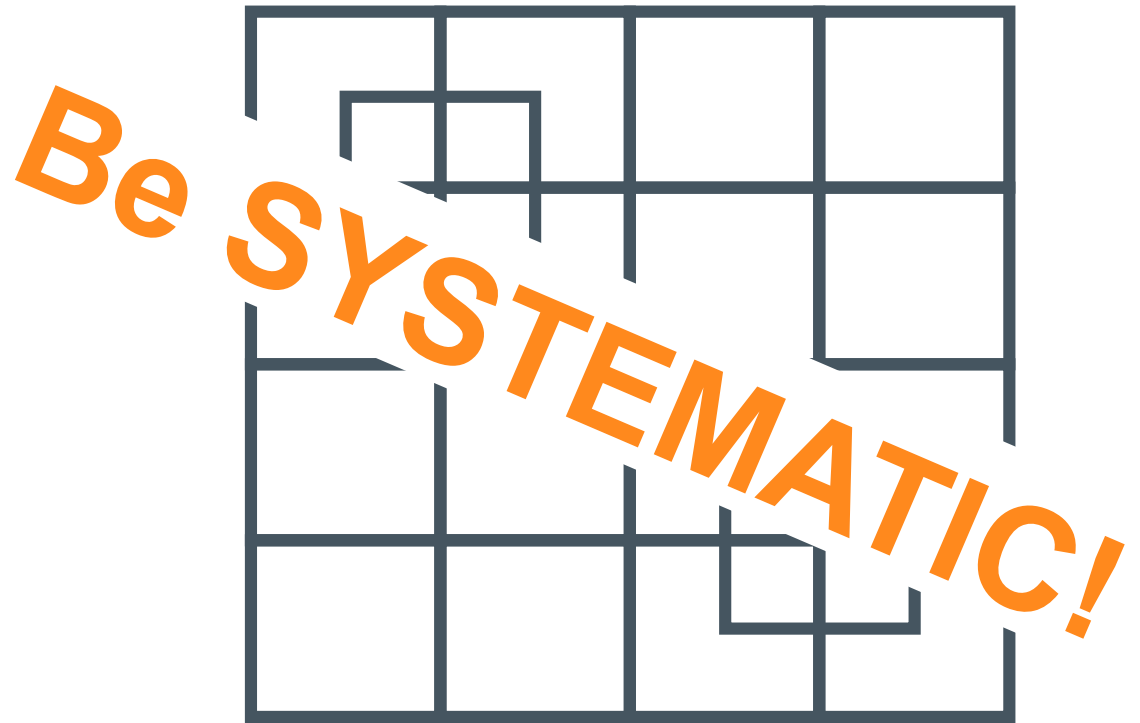
~~Freedom~~ Fosters Innovation

Constraints Foster Innovation



How Many Squares Can You Count?

- $1 \times 1 = 18$
- $2 \times 2 = 9$
- $3 \times 3 = 4$
- $4 \times 4 = 1$
- $\frac{1}{2} \times \frac{1}{2} = 8$
- **Total = 40**



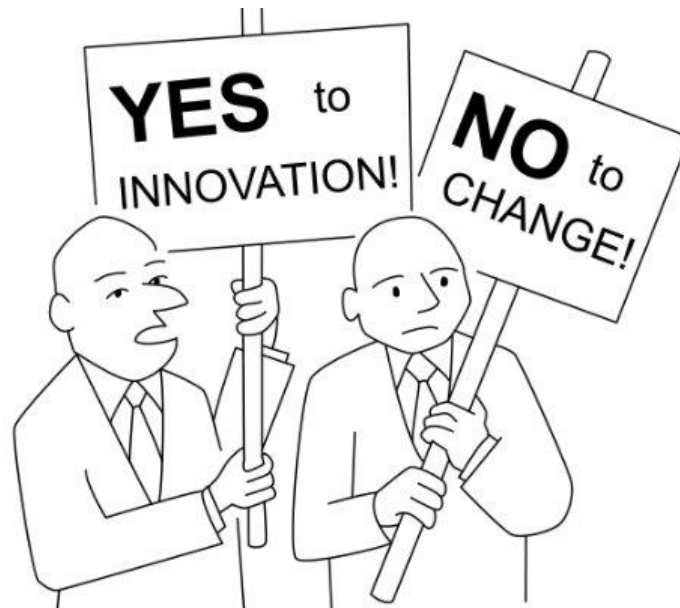
Fixedness

~~Fixedness = Stupidity~~
Fixedness = Survival Mechanism



Acquired Fixedness

Habits, or “*The Way We Do The Things We Do*”?



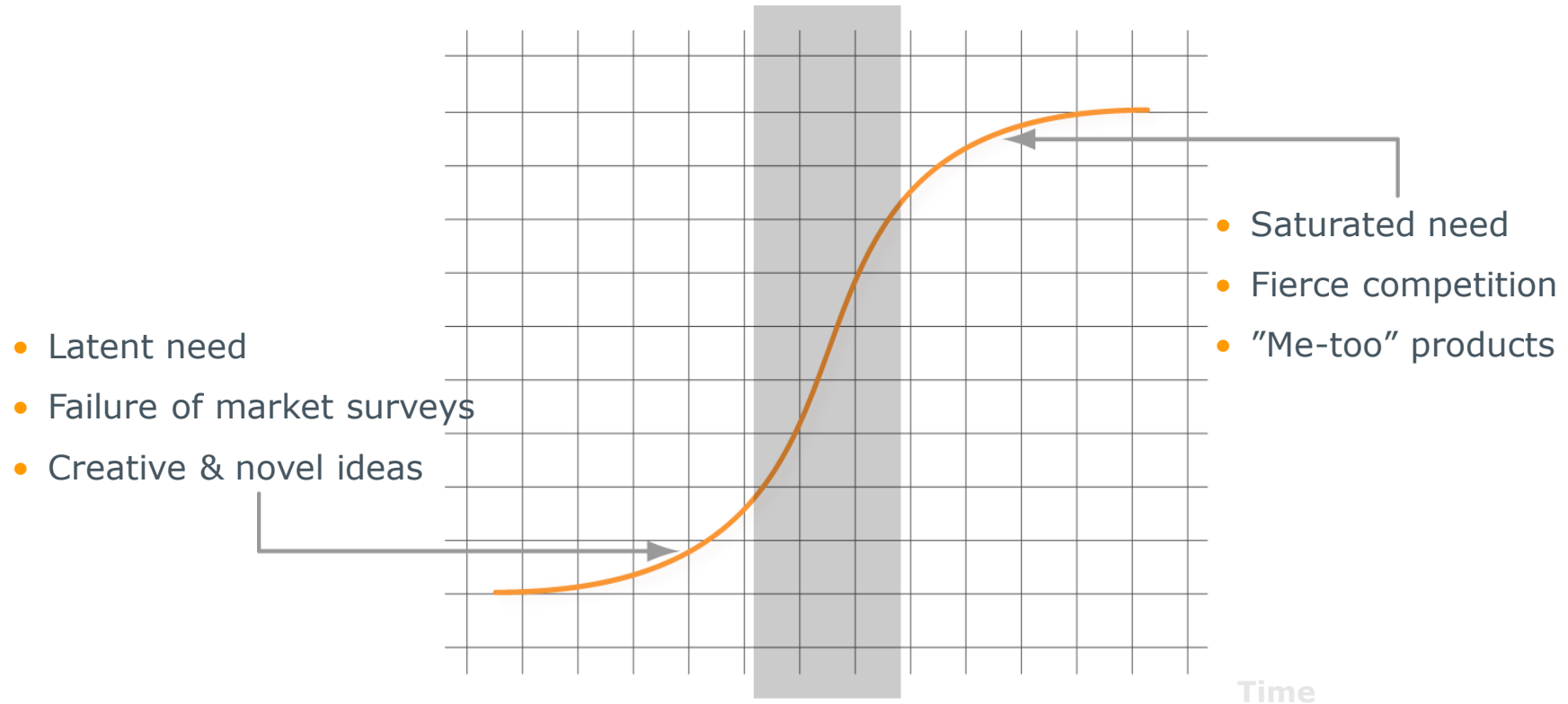
Cognitive Fixedness

A state of mind in which an object or situation are perceived in one specific way, to the exclusion of any alternative.



Symmetrical Fixedness

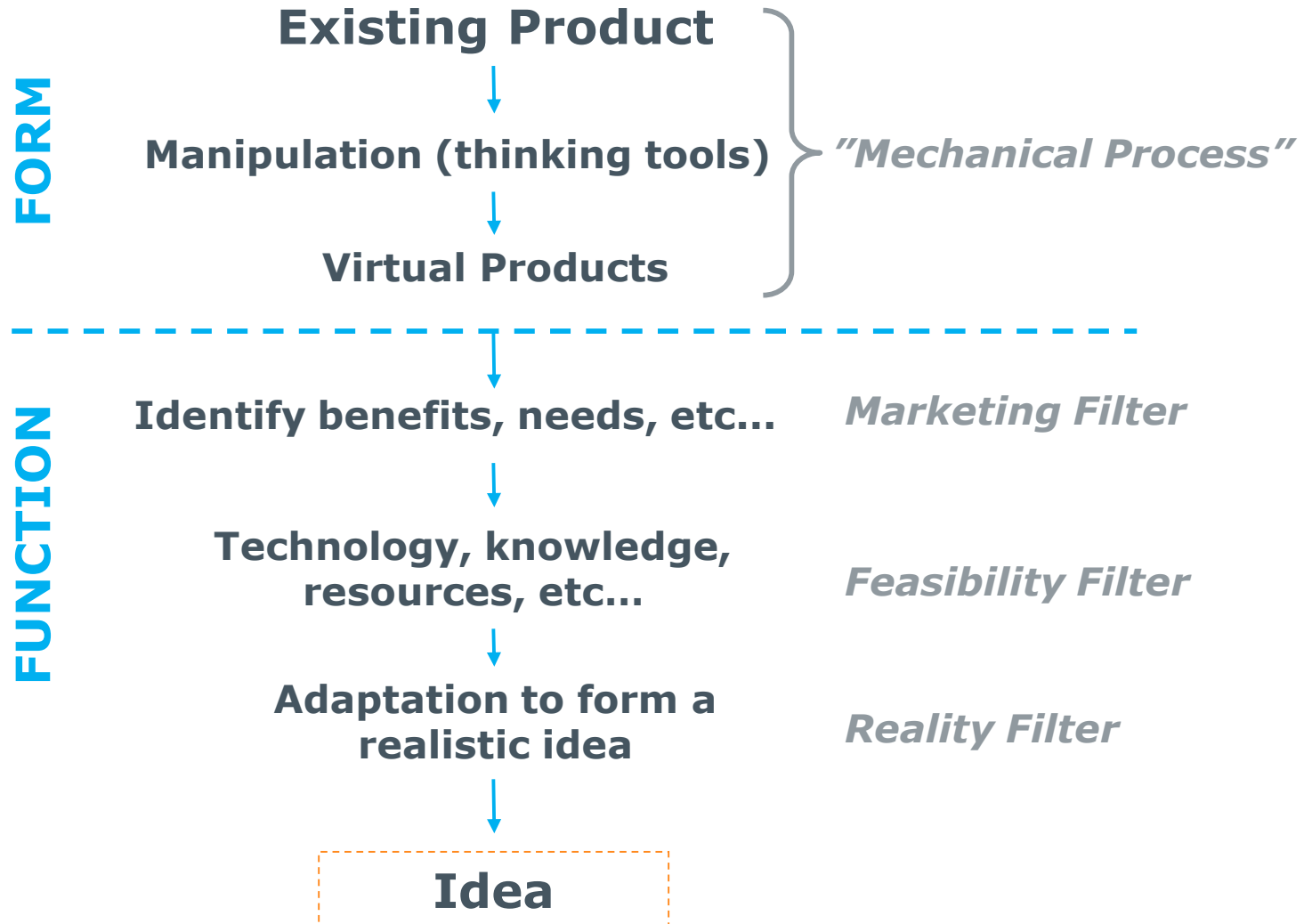
Discovering Customer Needs



"If I had asked my customers what they wanted, they would have said faster horses." (Henry Ford)



Function Follows Form



How Did It All Start?



+200K Inventions

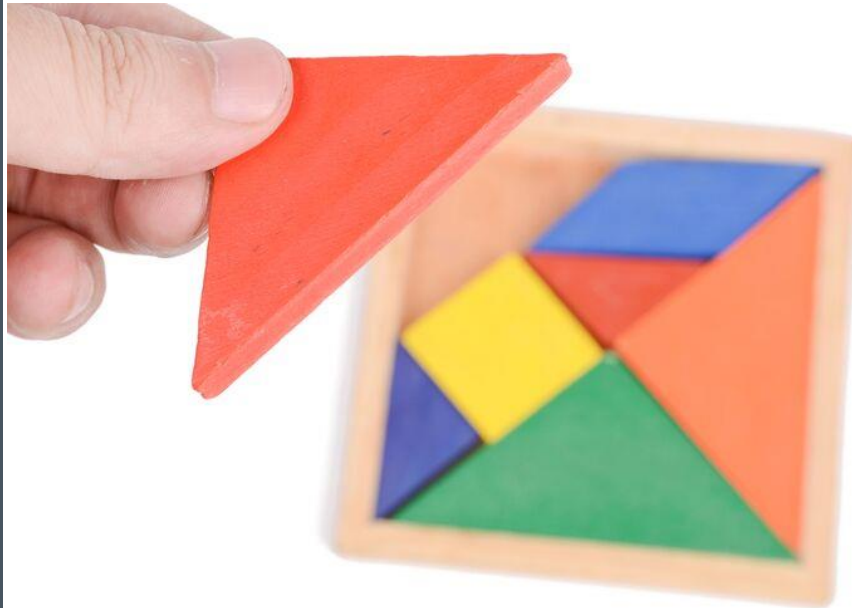


Patterns



Thinking Tools

Structural Fixedness







Division

“Reorganizing product components in time and space”

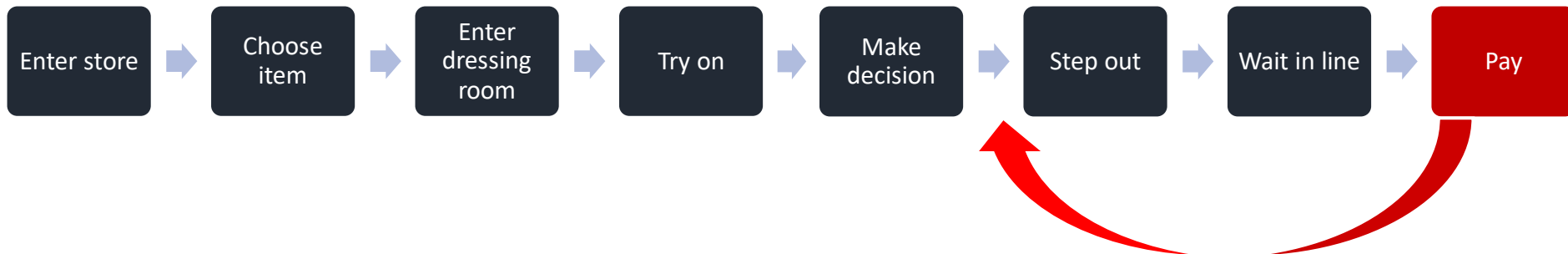
LifeTop Probiotic Straw



Personal Ski Machine



H&M Let Shoppers Pay for their Purchases in the Fitting Room



Schindler's elevators buttons are on the outside (not inside)



Arm & Hammer Essentials Cleaners







SIT helped Villeroy & Boch develop **innovative solutions that effectively promote the economical use of the available water resources.**

For example, a specially developed water-distribution system that enables a new level of water-saving in the bathroom without the need to change one's personal usage habits – and the high flushing performance is maintained. The new WC called OMNIA ARCHITECTURA GREENGAIN **sets a new standard in terms of ecology and economy.**

A photograph of a sandy beach with numerous footprints leading from the foreground towards the water in the background. The sand is a light tan color, and the water is a pale blue-grey. The footprints are arranged in a path that leads the eye from the bottom right towards the top left.

The Necessary Conditions for an Innovative Solution

SIT main principles

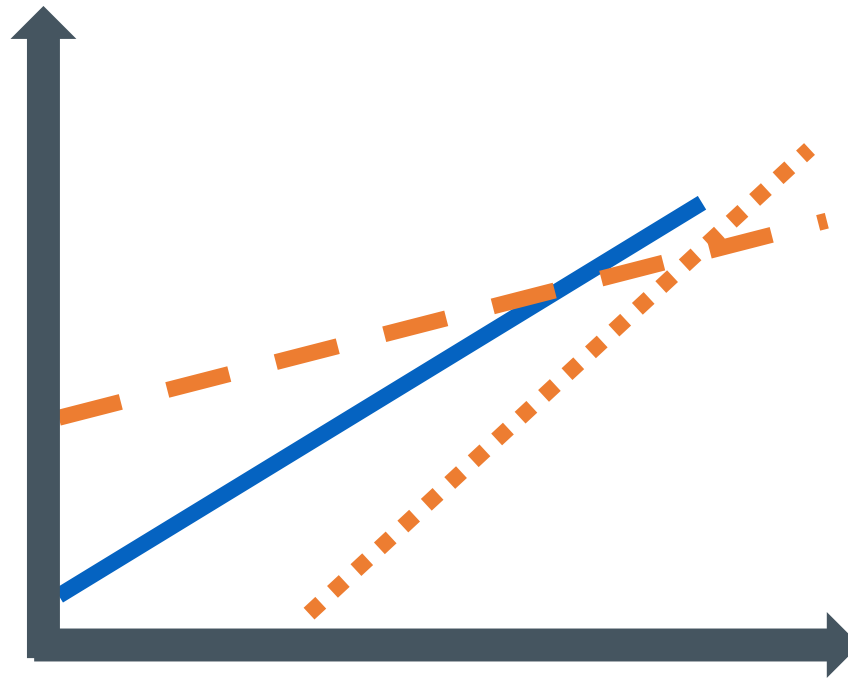
The **Closed World**[™]:

No new type of element is added.

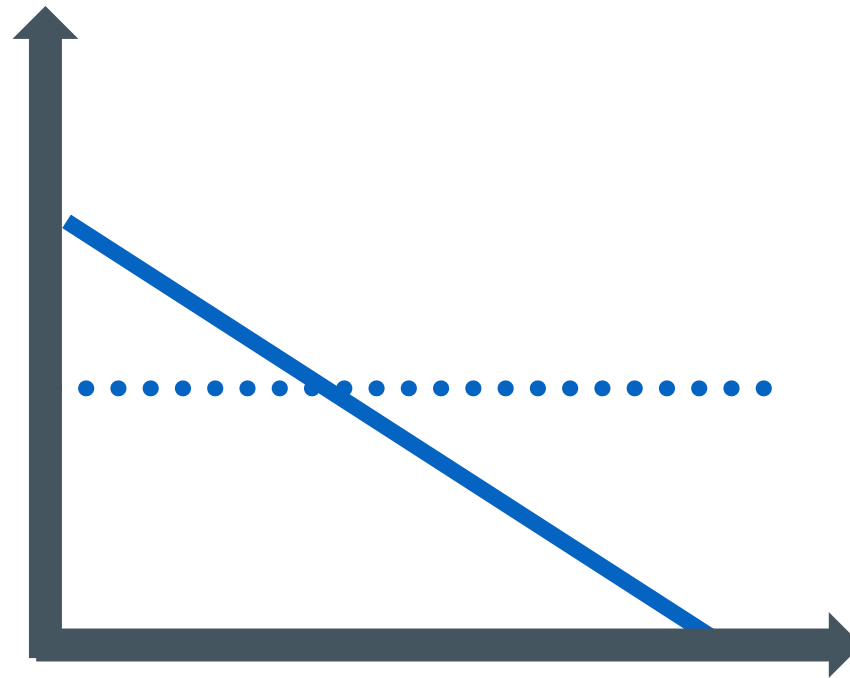
The **Qualitative change**[™]:

At least one worsening factor is turned into a neutral or positive factor

Conventional thinking

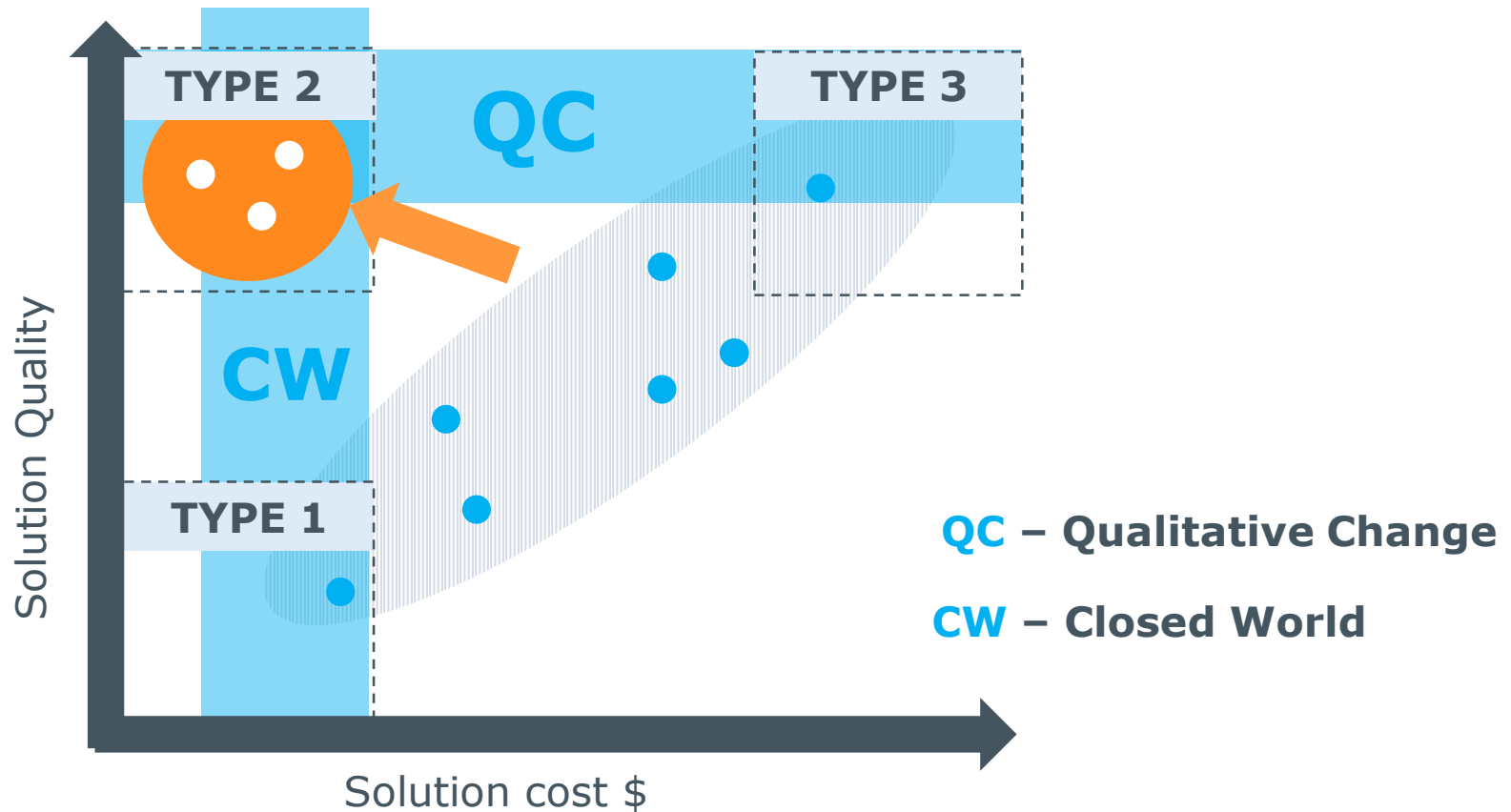


Qualitative Change: Innovative thinking



Sufficient Conditions for an Innovative Solution

Dr. R. Horovitz 1999

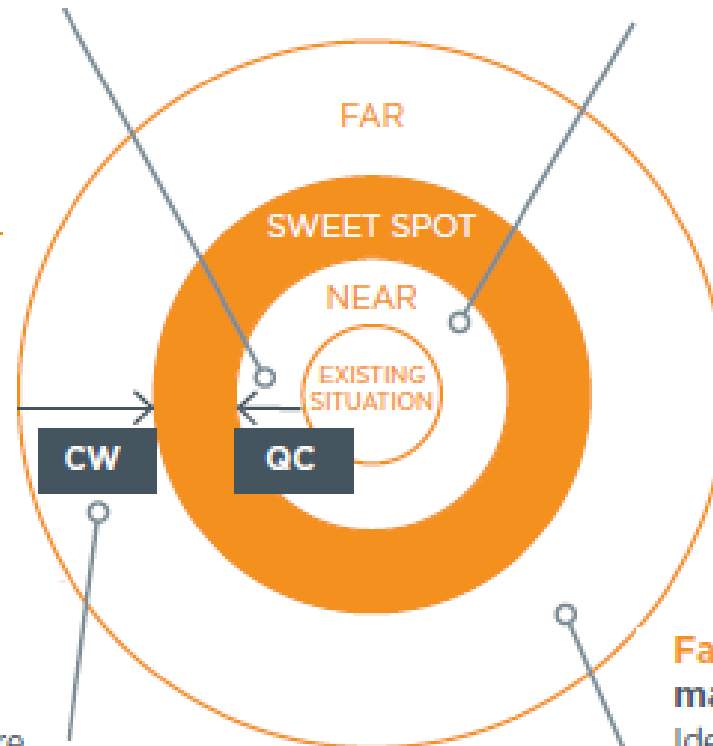


Innovation Sweet Spot

→ SIT Principle:

“Qualitative Change”-

Increases the inventiveness of an idea, making it more innovative.



Close Ideas - Small changes

Ideas that are too 'near' should be taken further out towards the Sweet Spot.

→ SIT Principle:

“Closed World” -

Increases the feasibility of an idea, making it more implementable.

Far Ideas - Require too many resources

Ideas that are too 'far' should be brought closer towards the Sweet Spot.

A photograph of a sandy beach with numerous footprints leading from the foreground towards the ocean in the background. The sky is a pale blue, and the water is visible in the distance. The overall scene is bright and sunny.

Characteristics of an Innovative Solution

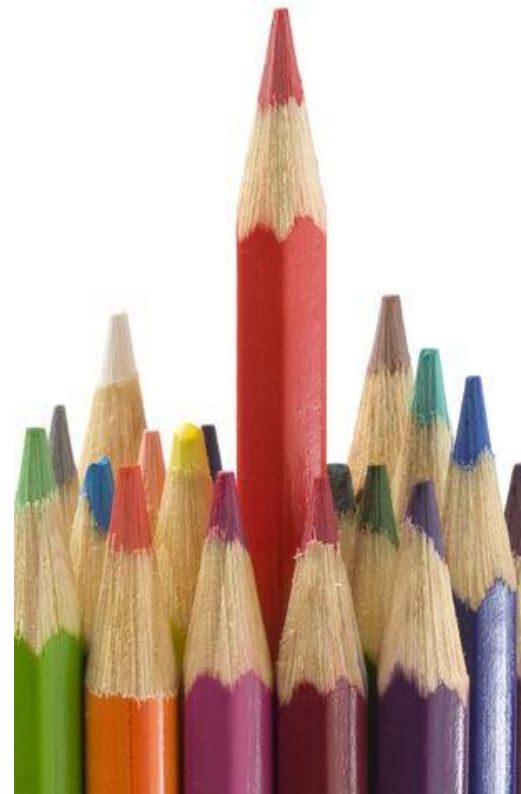
Simplicity



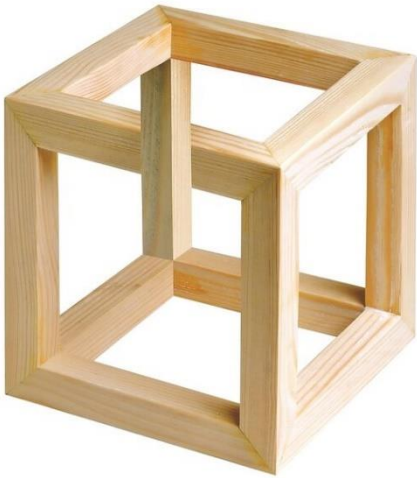
The concept underlying the solution is identical to a **banal** solution.

Specificity

Look at the **unique** properties of the specific problem in order to use them as a basis for the solution.



The Problem Is The Solution



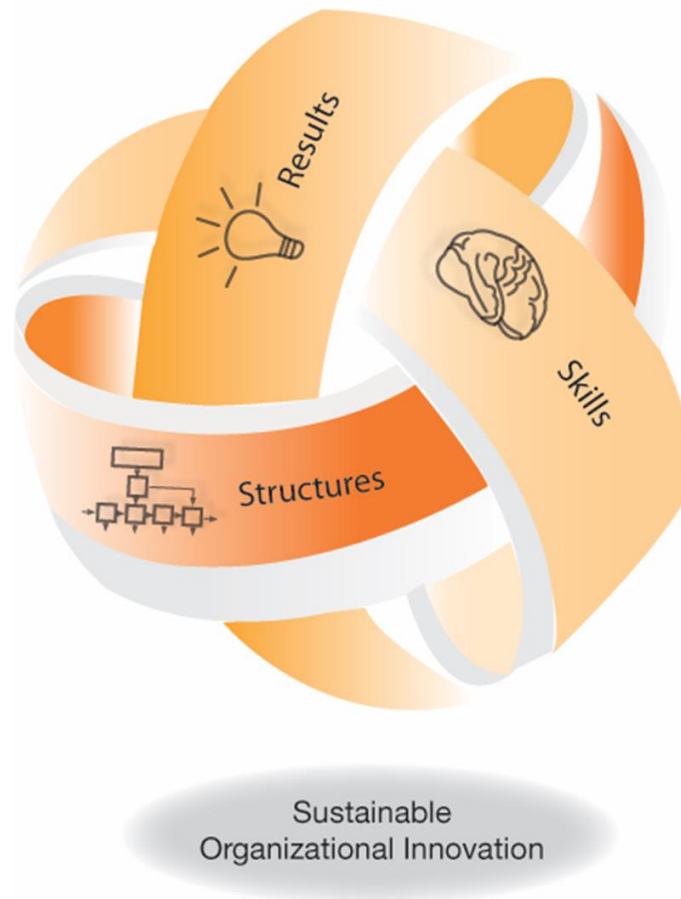
Investigate whether the item labeled “problem” can be used in some way for the solution.

Ideality



The solution appears
only when it is needed.

The SIT 3 Pillars of Innovation Model



Pillar 1: Results



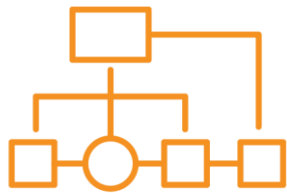
Create **profitability** and **brand leadership** by developing tangible innovative results fed to the organization on a regular and on-demand basis.

Pillar 2: Skills



Empower your employees to be **innovative on demand** by **providing a proven innovation tool set** and the support for using innovation to achieve results.

Pillar 3: Structures

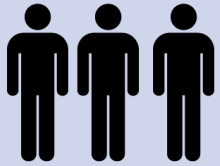


Set-up **organizational structures that support implementation**, encourage innovative thinking, and save innovative ideas from being discarded at the first sign of difficulty.

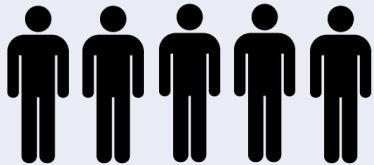
Don't Do Innovation, Innovate In What You Do



Individual



Team



Organization

Strategy

Operations

Human Resources

R&D

NPD

Procurement & Logistics

Marketing & Sales

Customer Service

What to do?

1. Acknowledge
2. Work with constraints
3. Be Systematic
4. Break fixedness
5. Think counter-intuitively
6. Enjoy

Read More About SIT



Thank You!



Erez Tsalik

erez@SITsite.com

SIT

T +972 3 5456000
F +972 3 5456001
info@sitsite.com

16 Tozeret Ha'aretz St.
Tel Aviv
67891 Israel

