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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.

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Innovation is one of the major drivers behind business success. As an example, the giant packaging company 3m expects every single one of their staff to spend 15% of their time on innovation. This is not just innovating around new products and services but about new systems, new methods, and new procedures.

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Companies that manage innovation with the same rigor and discipline they bring to other business processes can see sustainable growth and a higher return on their innovation investments.

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