Who we are & what we do
the Company

• Privately owned based in Tel Aviv, Israel.
• Offices in Germany, Sweden, Colombia, and India, and affiliates in Southeast Asia, Latin America and the United States.
• Innovation projects and programs 54 countries
• 800 companies from 70 to 300,000 employees
the People

• Over 40 facilitators

• Diverse professional backgrounds

• With a **Passion** for innovation and for helping organizations and individuals become more creative

• We **only** do innovation
Innovation -

Creating value by generating and implementing new ideas
What is SIT?

🌟 The SIT – Systematic Inventive Thinking® innovation method is a combination of principles and tools developed to help companies identify and develop opportunities in their field, utilizing existing resources.

🌟 SIT is a results-oriented learnable method
Why we believe what we believe
Method

• SIT Thinking Tools
• Primary principles (FFF, CW, NFS, QC)
• Applications
SIT’s Thinking Tools

**Subtraction**

The elimination of core components rather than an addition of new systems and functions - “The Path of Most Resistance”.

**Task Unification**

The assignment of new tasks to an existing resource (i.e. any element of the product or its vicinity within the manufacturer’s control).

**Multiplication**

Introducing a slightly modified copy of an existing object into the current system.

**Division**

The division of a product and/or its components, thus adding degrees of freedom.

**Attribute Dependency**

The creation/removal of symmetries or dependencies between existing product and environmental variables (e.g. color changes with temperature, etc.).
SIT Primary Principles

- FFF – Function Follows Form
- Closed World
- Qualitative Change
- NFS – Near Far Sweet
- Constraints foster Creativity
**FFF - Function Follows Form**

First create a new form and only then evaluate its function
Applying FFF

- Ruin a product
- The Bicycle Subtraction Example
Ruin a Product exercise
• Choose a product that you both like, you use at least once a week and costs less then $100.

• Ruin the chosen product, perform one action that will ruin it, but the product will still exist.
As a CEO of a company…

• Give your product a name
• Who will be the target audience
• Why should they buy this product?
• **Write a slogan that will deliver the main marketing message of this product?**
Function Follows Form
Existing Situation

Define the Closed World - what are the existing resources available for innovating

- Wheels
- Handlebars
- Gears
- Seat
- …
Thinking Tool
Virtual Product
Should we?
Can we?
Adaptations
Idea!
Inventing & Iterations
The Path of Most Resistance

Existing Product

- Add something
- Remove something
  - Replace with something
    - Use "as-is"
    - Externally
    - The "closed world"
**Innovation Sweet Spot**

**Near Ideas** – Small changes. Ideas too close should be brought further away – to sweet spot.

**Far Ideas** – Too resource intensive. Ideas too far should be brought closer – to sweet spot.

**SIT-Principle: “Qualitative Change”** – pushing ideas further away.

**SIT-Principle: “Closed World”** – ensures that ideas are not too far away.

Focus Starting point

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**Innovation**

**Sweet Spot**
Constraints Foster Creativity
Task Unification
SIT Applications

1. New Product/Promise Development
2. Strategy Development Sessions
3. Problem Solving
4. Multi Focus Group - MFG
5. Marketing Communications
6. Advertising
7. Organization-wide Innovation Programs
8. Conflict Resolution
9. Inventive Thinking Courses and Seminars
Innovation is a skill, not a gift.
It can be learned by anyone.

www.innovationinpractice.com
Thank you

Jane Horan