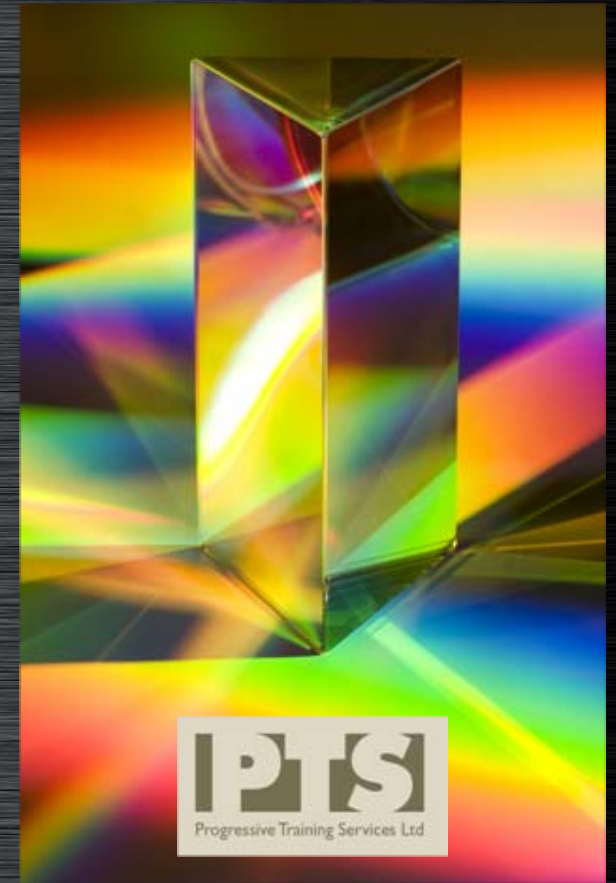


**PRIZM**

**Harnessing the power  
of creativity**



## In Summary

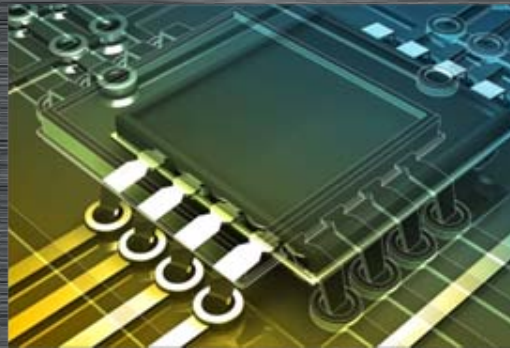
- PRIZM is a complete system of innovative thinking
- It is based on exhaustive research
- It provides the rigour, language and transitions missing with other thinking tools
- It provides the inspiration necessary for innovative thinking
- It is not theory, training, hypothetical or passive
- It is real work, on real problems, providing real solutions immediately

“ The several times we have run PRIZM we have been amazed at the outputs; 21 patents in 2 weeks; 15 months saving in a lead-time manufacturing problem; over £10m won in design improvements over 18 months – and the list goes on! ”



Aircraft manufacturer

“ The results we’ve gained from Prizm have been immediate – good, sustainable, high yield ideas. We’ll definitely be doing more of them in the future. ”



Semi-conductor manufacturer

“ PRIZM shows that there is a systematic way that all human beings think, and if we follow this pattern it makes everything easier; we can find the right problems to solve and we can find answers to them much, much faster. ”



Anja-Karina Pahl – Creator of PRIZM



## **If innovation is not random there has to exist a process which can then be learned and applied.**

We all think in a systematic and fundamental way, and by following certain patterns everything becomes easier. If we are clear on the outcome we are looking for we can also find answers much faster – regardless of the question.

By recognising patterns and understanding knowledge transformation, a super theory of innovative thinking has emerged - it is called PRIZM.

PRIZM is not software nor is it a passive theory. It takes a demanding business challenge and translates the desired outcome into a “Quest” to which the PRIZM process can be applied.

**The PRIZM process** is a facilitated team activity for between 5-15 people all of whom have a vested interest in the resolution of a demanding issue. The people are guided through a rigorous 7 stage process by a PTS facilitator who provides the external inspiration necessary.

Each of the 7 stages of the PRIZM process has its own theory, language, rigour and transition to the next stage. The filters embedded within each stage ensure no ideas are lost and are correctly placed ready for the next stage.

At the outset, people are clear on the desired outcome of the day. The session is demanding and requires the full participation of every individual. The facilitator provides inspirational material designed to spark the creative thought process and to generate the innovative thinking which is then transformed into workable ideas.

This is a facilitator led interactive group activity which physically develops solutions. It uses a systematic innovation map which emerged in 2005 after decades of research and has become a complete systematic innovative thinking tool.

Unlike any other thinking tool, PRIZM has 3 simultaneous benefits:

- 1. It streamlines the way people ask questions – you therefore identify the correct problem to solve in the first place**
- 2. It provokes 100's of ideas per hour - a much faster route to finding solutions**
- 3. It quickly improves communication, teamwork and decision making**

The end results are early stage design solutions that match the original quest.







### The origins of PRIZM

PRIZM was created by in 2005 by Anya-Karina Pahl whilst at the University of Bath, UK.

The team there analysed and abstracted the social and creative processes of around 50,000 inventors in 11 different disciplines around the world.

They also analysed strategies and concepts of more than 100 other thinking tools produced over the previous 50 years along with work by outstanding innovative thinkers such as De Bono and Altshuller.

The result is PRIZM, a practical application of the thinking followed by all innovators, creators, designers and inventors around the world.

**By analysing all of the known thinking tools it has been possible (through exhaustive research) to show that all thinking systems and innovative behaviours follow certain patterns.**

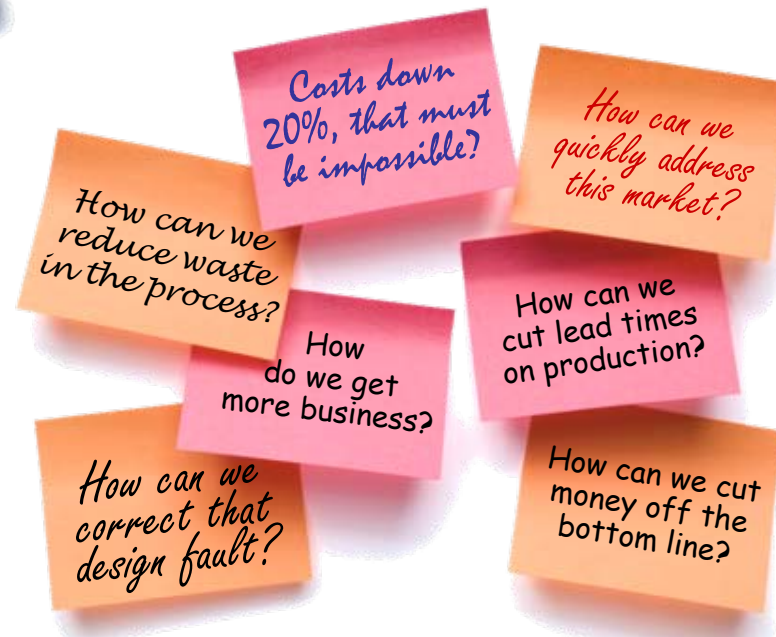
Through this understanding of language of pattern recognition and knowledge transformation, a super theory of innovative problem solving has emerged called **PRIZM**.

**PRIZM** is a complete systematic innovative thinking tool. It is an innovation map.

**PRIZM** has 3 simultaneous benefits no other thinking tool has:

1. It streamlines the way people ask questions - so you find the right problem to solve in the first place
2. It provokes 100's of ideas per hour – which hugely shortens the time you need to find new & useful solutions.
3. It improves communication, teamwork and decision-making.

**PRIZM** provides a common language and this enhances productivity.



Whatever the question, PRIZM provides new and useful solutions.

**PRIZM** is not theory, training, hypothetical or passive. It is real work, on real problems, providing real solutions immediately!



## The PTS PRIZM delivery model integrates the activity into a pre and post facilitated session aimed at achieving the greatest return on investment, in both time and money.

On the assumption that participants would want to achieve quick results we recommend a seven stage process:

1. After appointment and individual selection an introductory e-mail is sent to the participants explaining the process and what is required of them. This prepares them also for stage 2.
2. A second e-mail reminder is sent to the participants regarding the up-coming Quest Conference Call.
3. This is a Quest Conference Call where all the participants agree the detailed explanation of the Quest.
4. The main PRIZM day, which consists of five sections:
  - Detailed explanation of the running order of the day
  - Review of the Quest for refinement and agreement
  - Run the first mapping session
  - Run the main mapping session
  - Capture and log all of the day's valuable information
5. Physically log all the 'post-it note' ideas and concepts and transfer them to the PTS PRIZM ideas log to be e-mailed back to the customer.
6. Half-day follow-up with the team to discuss the management of the ideas generated.
7. PTS management meeting with the customer to discuss feedback and completeness of the objectives.



# PRIZM

**Q: What do you get?**

- A:
- Pre-event conference call
  - Facilitated PRIZM day
  - Follow up session
  - Outputs captured and documented for implementation



In 2005, the *Innovative Manufacturing Research Centre (IMRC)* at the University of Bath carried out a review and summary of creativity and innovation in the English-speaking world. The research showed up two extremes of thinking.

At one end of the scale, there are many thinking tools which are useful for 'brainstorming' kind of events or scenario-definition. Tools like the '6 Thinking Hats', 'Lateral Thinking' or the 'Random Word' technique of Edward De Bono.

These tools fit into what is called '*divergent thinking*' models.

At the other end of the scale, there are thinking tools which are rational and rigorous enough for technical demands. Methods such as Taguchi and QFD which streamline the quality of output and management of a process, and TRIZ which allows users to borrow pre-existing solutions to their problem from patents.

With the exception of TRIZ, these tools fit into '*convergent thinking*' models.

Unfortunately all these tools either lacked analysis rigour, were of limited use, did not provoke 'out-of-box' thinking or did not provide a simple map that captures and relates all potential problems with their solutions.

What was needed was a process; one to find the right question to solve *and* to let the right answers appear!

The result is **PRIZM**.

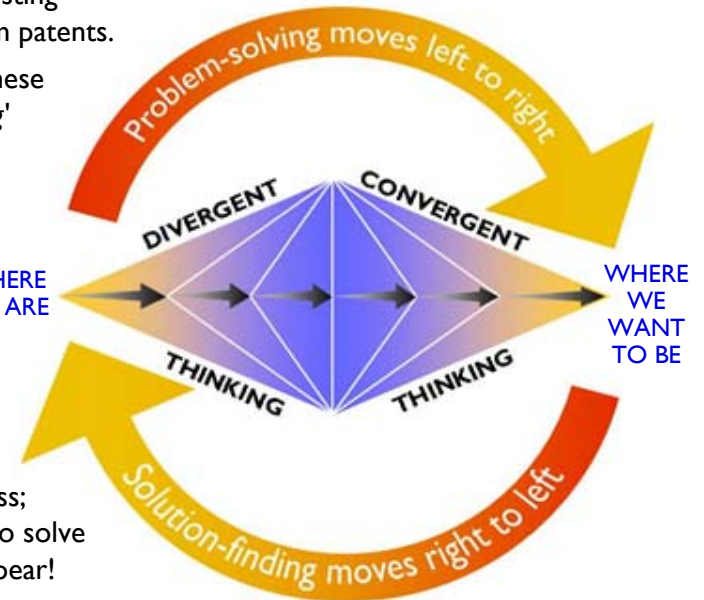
**PRIZM**

**Q: How does it do it?**

A: Through an advanced innovative mapping process.

**Q: How is it different?**

A: It is a complete system with its own language and structured transitions, providing the inspirational spark needed to motivate innovative solutions.





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