Day 1 features current PMI Global Board Member Diane White whose presentation is about making Project Management a strategic competency in your organization. The balance of day one will feature talks from leaders in the oil and gas industry including Jared DeShields (Williams), Phillip Robinson (Samson) and Eric Freeman (TD Williamson). Other talks will be given by Chuck Tryon, professors from TU (Dr. Bradley Brummel), OSU (Dr. Rick Wilson), and North Texas University (Dr. Suliman Hawamdeh), and representatives from the Oklahoma Museum Network (Sherry Marshall) and Oklahoma A+ Schools (Alissa Crawford).

Day 2 opens with a very important keynote by Phil Barnett of PricewaterhouseCoopers in Tampa. Phil is a Managing Director with PwC and led the formation of their Knowledge Services Organization. Phil has offered to explain the process PwC uses to forecast and validate a return on investment (ROI) for their sizable KM investment. Phil will then be joined by local executives Dennis Neill (Samson), Dr. Dan Duffy (OU) and Jacci Green (QuikTrip) in a round table to discuss practical ways to establish a ROI for an Knowledge Management investment in your organization. PwC's Len Jasczak will then update us on how they are integrating their national and international KM efforts.

The afternoon of day two features Dr. Dan Duffy, Dean of the OU School of Community Medicine, as he describes Practice-Based Learning and Improvement, a strategy for transferring knowledge to highly trained, intelligent professionals. He will be followed by Dr. David Kendrick who describes how a very modern approach to Knowledge Management is being used to improve community health in the Tulsa area. Rounding out the afternoon is a presentation on practical business intelligence by Craig Dean and gathering the right information by Dr. Jeff Crawford (TU).

To view the full conference schedule or to register for KPM, visit our website at http://kipanet.org/.

Join us for the next KIPA Quarterly Meeting
August 31, 11:30 a.m. @ The Green Onion (www.greenoniontulsa.net) where we will discuss
Developing the “Wise” Organization: Making Knowledge Management a Continuing Capability
Presented by Dr. Margaret White, OSU-Tulsa
additional information on the talk subject and speaker are included on p. 3

Pre-registration is required - visit http://kipanet.org
Meeting cost: free for KIPA members, $10 for non-members
Registration fee does not include cost of the meal.
Knowledge in Print: A Book Review by Joe Colannino, “TRIZICS”

TRIZ is a Russian acronym for Theory of Inventive Problem Solution. In the 1940’s G.S. Altshuller (1926-1998) studied invention in a novel way. Rather than interview inventors in hopes of advancing psychological theories of invention, he studied their output – specifically patents. Thus TRIZ systematizes known results and does not depend on unverifiable mental models of inventiveness. Altshuller ultimately surveyed about 200,000 patents. His work has now been extended and validated into the millions of patents. What Altshuller found was that all inventions could be reduced to 40 inventive principles and 39 parameters. The basic method is to reduce the problem to a contradiction and resolve it (Cameron provides a TRIZ table to select which method(s) will solve the contradiction).

For example, suppose you need something to be lighter AND longer. Because longer things are heavier and not lighter, one has a basic contradiction. In TRIZ, weight of a stationary object is Parameter 2 and its Length is Parameter 4. Again, there are 39 such parameters. Using the TRIZ table, one finds a number of standard principles to solve the contradiction: For example, one may change materials (Principle 35) or add holes/porosity (Principle 31) among other changes.

TRIZ forces “out of the box” thinking. However, most problems can and are solved by thinking “inside the box”; in a sense, that is the definition of a discipline. It is only when standard tools of the discipline cannot solve the problem at hand that out-of-the-box thinking is required. The marriage of inside-the-box and outside-the-box thinking is one reason that Cameron’s TRIZICS is so powerful.

In addition, Cameron assembles and organizes all kinds of ancillary support systems. For example, one powerful mnemonic is MATCHEM – systems tend to begin mechanically (M) and become augmented by acoustics (A), thermal (T), chemical (CH), electric (E), and magnetic (M) or electromagnetic inventive principles. Consider the evolution of the drum: acoustics were subsequently enhanced, thermal treatment was added to produce more uniform drum heads from natural materials such as animal skins, chemical formulations were adapted for synthetic drum heads, electronic amplification was added, and then electromagnetic systems (synthetic drums) were finally introduced. Overlying this general development, evolutionary trends toward increasing completeness and coordination/harmonization were applied to produce drum kits – a coordinated assembly of various drums; Cameron describes eight such evolutionary trends. (continued on p. 3)
Additionally, one learns four types of problem categorization: cause unknown, cause known, improvement/development, and failure prevention. These ancillary structures are important, because TRIZ is designed to solve cause-known problems, so some sort of root cause analysis must be bolted onto TRIZ to make the method comprehensive. This is another of Cameron’s many contributions turning TRIZ into TRIZICS.


As an innovation professional, I have headed R&D departments, produced patents, and invented my share of stuff. I have participated in many brainstorming, lateral thinking, and problem solution courses. I am not given to hyperbole: Cameron’s book – a comprehensive guide to invention and problem solution – is the best I have ever seen, bar none. Its contents will easily support a full year course in invention/knowledge creation at the university level. A rich source of information, it will require careful study, reading, and re-reading to master its contents. However, it is worthy of the effort. TRIZICS is the new quintessential resource for creative problem solving and invention.

Joe is an experienced CTO, innovator, and KM professional. He has led global R&D and NPD efforts for several world-class companies. Today he continues his innovating and problem solving activities through his firm, Colannino Consultants, LLC.