



## ASIT method of creative resolution (France)

### Summary

The ASIT method of creative resolution is a privately funded initiative implemented in France since 2002. Primarily addressing companies, its aim is to stimulate creative/innovative behaviour and thinking and to promote creative and innovative solutions to corporate problems. The project consists of offering innovation training, problem solving seminars and programmes centred around the idea that innovative solutions are to be found, firstly, in existing problems.

The method provides a series of tools that helps employees to solve problems in a way that is repeatable, predictable, reliable and creative.

### The project

The ASIT method derives from two main ideas:

- Innovative developments inside corporate environments are often blocked by various factors (e.g. human, cultural, historical or structural), and
- To innovate products and services it is sufficient to generate few (valid) ideas.

The practice aims to overcome such constraints and is structured around research on innovative solutions by using the principles of 'converging creativity'.

The latter focuses on the fact that learning new paradigms – e.g. 'using the actual cause of the problem instead of fighting it', 'trying not to complicate in order to innovate', as well as 'constraints are good for creativity' - is a good way to change behaviour.

The target group is the enterprises and their employees.

#### Sector(s) covered

##### Main sector

Business and entrepreneurship

##### Other sectors

Arts and Creative Industry

Science, Research and ICT;

Society

Education/Training/Lifelong learning;

Public Administration

### Approach

The ASIT method stems from the TRIZ (or Theory of Inventive Problem Solving) theory. It differs slightly in its simplicity of use and deployment.

The method 'manipulates' concrete or abstract things with the same end: resolving rephrased problems in order to find innovative solutions. It tackles all kinds of subjects/issues (e.g. physical, organisational, procedural, etc) and offers a set of tools for defining contradictions, solving problems and selecting solutions.

Its overall approach may be described as follows:

- Initial stage: the ASIT method is used when a person or a group fails to find an appropriate solution or wishes to find another solution;
- Preparation stage: the problem is rephrased, the components are listed and a person focuses on searching for solutions and not causes;



- The constraints are taken into consideration, as it is believed that constraints favour the development of creativity;
- 5 tools of creativity are deployed: each tool facilitates observing the problem from a different angle and proposing several innovative solutions;
- Each suggestion made and every idea kept need to be assessed and criticised;
- Selection of a stream of ideas: the ASIT method does not search for a quantity of ideas (such as the brainstorming technique) but strives to re-group efficient ideas in order to obtain a structured solution.

### Element of innovation – the process

The practice is innovative as it:

- Easily and quickly enables modification of an existing product or service and anticipation of its future development or alternative solutions;
- Accounts for constraints and sees them as opportunities (e.g. 'constraints are good for creativity', 'the most easier solutions are the most efficient they are');
- Offers a highly structured step-by-step method (unlike brainstorming, lateral thinking and mind mapping, etc.);
- Deal with problems as if they are 'objects' that can be divided into more manageable and small pieces; and,
- Favours dialogue between groups and trained persons, multidisciplinary workshops/work groups and synergies.

### Key successes

#### (outcomes, results, impacts)

Amongst its main outcomes, the ASIT method is:

- Academically proven: evidence has shown real improvement in the capability of solving problems creatively;
- Used by leading companies such EADS, Thales, SKF, Michelin, Rio Tinto Alcan;
- A fully credited academic course at several universities (e.g. University of Bordeaux and ESTIA (Biarritz)); and,
- User-friendly - it can be understood in a few minutes.

The anti-theft device, i-Lock, and the Nintendo Wii console (both designed with the ASIT method) are two successful examples. In the first case, the use of the method clearly made a difference with regard to the solutions that were already in place. The idea did not appear until during a creativity session with ASIT in 2002. In the second case, the console is a worldwide success.



## Challenges

The major difficulty during a creativity session is to provide a framework without restricting participants' creativity.

## Transferability and sustainability

The ASIT method is both transferable and sustainable as it has been conceived from a selection of products or services needing diversification rather than from a problem or an expressed need.

## Special Highlights

The practice itself is not creative but the results, themselves, are creative. In other words, ASIT helps people and companies to achieve creative results.

## Key characteristics

<b>General purpose of the practice</b>	The practice stimulates innovative/creative behaviours in people or implements an innovative/creative solution to society problems
<b>Target group</b>	Employees Formal
<b>Type of learning</b>	International (Israel, USA, actions in Chine, EU countries)
<b>Level of implementation</b>	Private
<b>Funding</b>	Since 2002 in France, formalised in 2004 with the creation of SolidCreativity
<b>Time frame</b>	
<b>Leading organisations</b>	SolidCreativity company

## Further Information

### Project website

[www.SolidCreativity.com](http://www.SolidCreativity.com) and [www.ASIT.info](http://www.ASIT.info)

### Contact details

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### **Other information**

SolidCreativity's references: <http://www.solidcreativity.com/references.php>

Anti-theft device: <http://www.solidcreativity.com/references.php>

I-Lock: <http://www.i-lock.net>

TRIZ (Theory of Inventive Problem Solving) theory: [http://www.triz-journal.com/whatistriz\\_orig.htm](http://www.triz-journal.com/whatistriz_orig.htm)

ASIT method used for the Nintendo Wii device:  
[http://www.solidcreativity.com/2007/Lettre\\_janvier\\_2007.htm](http://www.solidcreativity.com/2007/Lettre_janvier_2007.htm)