

**DATE:**

Wednesday,  
October 15, 2025

This is a virtual/online  
(Webex) event. Log-in  
information will be provided  
with registration confirmation.

**Time: 6:00 pm - 8:00 pm PDT**

(check website to confirm time)

**Cost: No charge for ASQ  
members or non-members**

**Registration is required for  
planning purposes and to  
receive RU credit following  
the event.**

More information about Inland  
Empire ASQ 505 section is  
available [here](#).

Information about Temecula  
ASQ can be found [here](#).

For more information about our  
ASQ section and other upcoming  
events: [www.asq614.org/](http://www.asq614.org/) or our  
[myASQ community site](#).

## Thinking Different: The TRIZ Approach to Solving the Right Problem



**Akhilesh Gulati, SSMBB**  
**Founder & Principal, PIVOT Management Consultants**

Hey there, curious minds! Join us for an online event where we will delve into the fascinating world of TRIZ

TRIZ (Theory of Inventive Problem Solving) is a systematic problem-solving methodology developed by Russian engineer and scientist Genrich Altshuller in the mid-20th century. Grounded in the analysis of patents across various fields, TRIZ aims to generate innovative solutions to technical problems by identifying and applying patterns known as the "laws of technical systems evolution."

The core principle of TRIZ is that inventive solutions follow recognizable patterns. By leveraging these patterns, TRIZ offers a structured approach to problem-solving through a suite of principles, methods, and techniques.

Widely applied across various industries, TRIZ offers a structured framework for overcoming obstacles and fostering innovative solutions. To remain competitive, organizations must align product quality and manufacturing processes with evolving demands for value, efficiency, and reliability. The complexity of products and processes, coupled with conflicting objectives, presents challenges in optimization. The efficacy of TRIZ hinges on pinpointing and solving the root problem rather than addressing symptoms.

Akhilesh will shed light on problem selection, emphasizing the importance of identifying the core issue for effective solution development.

*About the speaker: Akhilesh Gulati has 30+ years of experience in the field of Quality and has published articles in ASQ's Quality Digest. A Six Sigma Master Black Belt, Akhilesh is also an experienced trainer/leader in Lean, Kaizen, reengineering, benchmarking, waste reduction and strategy execution, and TRIZ. He leads strategy development sessions, including Rapid Strategic Planning. Akhilesh created 'Coffee & TRIZ' meetups to further the day-to-day adoption of Inventive Problem Solving. He holds an MS in Naval Architecture & Marine Engineering and an MBA from UCLA. He is a past California Quality Award Examiner and former ASQ Section chair.*