

Improve your capacity to identify and develop your next product innovation



"Everything is simpler than you think and at the same time more complex than you can imagine. "

Goethe

Essential innovation features of NON ZERO RATIO ®	
Feature	How built-in in NON ZERO RATIO ®
Supported by both marketing and development	Integrates all opinions through a shared goal
Analyse and synthesize	Visualisation of cause-effect logic; communication there-of between different involved parties; critical investigation of assumptions using the Goldratt Thinking Processes
Avoiding of cognitive illusions (thinking errors we systematically make, exposure of which led Kahneman to win the Nobel Prize in 2002)	Combining problem-solving with the SCRIPTS decision-making process developed by Murnighan & Mowen
Generating and constructing of innovative state-of-the-art solutions	PANDORA™, a toolbox with insights that relate norms, assumptions, convictions and segmentation to problem-solving and solution-finding, complementary to TRIZ
Managing correct behaviour to allow exploring the problem and new solutions	NON ZERO BEHAVIOUR™, cognitive insights that relate intuition, emotion, leadership, behaviour and communication to problem-solving
As soon as possible and as innovative as possible	Visualisation of logic leads to understanding of solutions ranging from short-term (incremental solutions) to long-term (radical solutions)
Adequate management of data and understanding	Use of logic maps and mindmaps

NON ZERO RATIO ® workshop theory + examples
NON ZERO RATIO ® workshop your problem in practice
NON ZERO RATIO ® coaching "on the problem"

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About NON ZERO RATIO ®

NON ZERO RATIO ® is a collection of tools and insights that are key to managing tough problems and situations. It hence is an essential element of the problem-solving body-of-knowledge, the only universally-applicable expertise. Problems are being solved by integrating the information that is traditionally available in the problem situation, with the generic NON ZERO RATIO® problem-solving expertise in to a goal-oriented process.

About Piet Holbrouck

Piet Holbrouck is freelance consultant since 2002 and is visiting professor at UAMS (University of Antwerp Management School). He supported the Verhaert Group in developing its space activities from 1988 onwards and led the company from 1998 to 2001, the period in which it successfully developed and launched the PROBA satellite for the European Space Agency. He is involved in innovative product development since 1986, and studied nuclear physics at the University of Ghent.