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Idea-Marathon System (IMS)

Supporting a Creative Infrastructure for Group Activity

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Synopsis

At the KICSS 2006 conference in Ayutthaya, Thailand, Higuchi briefly explained the general structure of Idea-Marathon System (IMS).

In his speech, Higuchi proposed the significance of group IMS by consecutive trainings ie 4 times within 6 months, based on the successful application of IMS in actual training for companies and universities since April, 2006.

In 2006 and 2007, the number of companies and universities using the program has doubled and a new advanced IMS program has been introduced which has resulted in some interesting observations that appear under the following list of contents:

- (1) Significance of notebook based creative activities
 - Brief overview of IMS from 2006 KICSS
 - Gold dust in river sand
 - Continue to screen your brain sand in your notebook pan
 - Get gold ideas (Dust or nuggets)
 - Using IMS notebook as brain extension
 - Using IMS notebook as auxiliary brain
- (2) IMS and Ebbinghaus' Law of Memory
 - Fresh ideas like snow flake on your brain
- (3) IMS and Heinrich's Law
 - Musty ghosts of same ideas living long in your brain
 - Download them to your notebook quickly
 - Notebook is a brain cleaner with paper filter
 - Your clear brain invites fresh ideas (like Zen meditation)
- (4) IMS e-Training system and its effect
 - Training program of only three meals a day without tea time is boring and

drains motivation.

Motivation maintained by combination of training (main meals) and ETS
(I-tea or coffee break) between main trainings

(5) IMS with graphic description

(6) IMS for communication

Have you written the ideas? Then talk to your neighbors.

No secret inside same boat

Company boat, family boat, etc

Talk your idea to your same passengers, and your ideas will be polished

(7) IMS and other creative methods

IMS-trained member has powerful instant creative power

Face KJ method brain storming duel after loading your gun with many idea
bullets with your name ID from your notebooks prior to your meeting

(8) IMS for QC, VE and TRIZ

(9) From Divergent IMS into Convergent IMS

Higuchi will explain his most recent results and the progress of IMS study from current actual training.