

The Simplex[®] Process

“Simplex is a stimulating, action-filled, and powerful training that greatly enhances one’s ability to lead problem identification and resolution activities. I highly recommend it.”

Phil Sheehan, Engineering Manager, Goodrich Corporation

The Simplex[®] process is an 8-step progression, which is a **complete** process of creativity, innovation, and strategic problem solving.

This change-making process is a circular one with three stages: deliberately finding problems and opportunities, developing creative solutions, and implementing solutions. Executed skillfully, this process allows individuals and teams to proactively seek out improvement opportunities, gain new insights and clarify the “real” challenges, develop highly innovative solutions and action plans, and take action.

The renowned and powerful Simplex[®] process breaks down the 8-step creative problem solving into 3 stages: identifying the real problem, identifying the best solution, and implementing the solution.

The Simplex[®] process approaches creative problem solving incorporating both imaginative thinking and analytical thinking into each of 8 distinct steps.

