

Rikie Ishii (石井力重)

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1. My works

- making tools for supporting brainstorming
- making and facilitating workshops for “idea-generating”
- writing articles about creative-thinking(on the web/book)

2. Original tools

- [\*\*Brainstorming Master\*\*](#)
  - Card game to obtain the skill how to do brainstorming
  - Warming-up of brainstorming
- [\*\*ASOPICA \(Association Picture Cards\)\*\*](#)
  - Playing card for training of imagination
- [\*\*Idea “Pop-Up” Card \(Based on TRIZ\)\*\*](#)
  - Card tool application of “Theory of inventive problem solving”
- [\*\*Idea Voting\*\*](#)
  - Evaluating with eight axes and ranking of all ideas after a session of brainstorming

3. Awards

- Nikkei Business Publication Inc.  
[Android Application Award \( “A3 Together”\) : Grand prize](#)  
“FUE-Morse” (Application using Morse code in case of emergency)
- Miyagi Monodzukuri Grand Award 2007 : First prize  
“Brainstorming Master”

4. Book

- [\*\*“Idea Switch - Triggers and Processes for Creative Thinking”\*\*](#)  
( Nippon Jitsugyo Publishing 2009 )

5. TV

- NHK、TBS

6. Workshops and lectures

- Creation of new ideas (Supporting creation of new idea)

7. Achievement of workshops My clients includes:

- Automobile company
- High precision machine company,
- Pharmaceutical industry
- Publishing
- Advertising agent
- Bank
- Government
- University

8. Career History

- 1999-2004

Hitachi High-Technologies Corporation

- Corporate Sales
- Market development for advanced technology

- 2006-2008

New Energy and Industrial Technology Development Organization

- 2009

Establishment of [IDEA PLANT](#)

9. Educations

- 1993-1997

Department of Physics at Tohoku University

- 1997-1999

Graduate school of Science and Faculty of Science, Tohoku University  
(Master of Science)