

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
 - [TRIZ Brainstorming Card](#)
 - Card tool application of “TRIZ” (Theory of inventive problem solving)
 - [ASOPICA \(Association Picture Cards \)](#)
 - Playing card for training of imagination
 - [nekonote](#)
 - Connecting ideas using cat's paw.

3. Awards
 - Japan Creativity Society (日本創造学会)
 - Research Presentation Award ([研究発表賞](#)) The 38th Society Meeting
 - “A Special Note Paper for Brainstorming “NEKONOTE” ”
 - (アイデアを書くため専用のメモ用紙 「猫の手」)
 - 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](#)

- 2014-

Waseda University (Part time lecturer)

- 2017-

Tohoku Institute of Technology (Part time lecturer)

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)

Profile of Rikie Ishii

I studied subjects such as innovation and creative techniques while pursuing two doctoral courses at Tohoku University. Based on the knowledge that I have acquired through these courses, I am currently supporting Japanese companies in the generation of innovative ideas.

The idea generation support tools that we have developed are used by many companies and universities, and we have received several awards for these from industry and academic societies.



About Idea Plant

Idea Plant is an organization that offers support in the creation of ideas. We value passion and creativity in the undertaking of our business. We deal directly with issues that are not readily apparent with a flexible sensibility.

Our main business is the development and sale of products for supporting idea creation, and the design, facilitation and delivery of workshops in Japan and overseas.

