Stage-Gate® Innovation

Accelerating NPD Productivity from Idea-to-Launch

Course Instructor:

Dr. Robert G. Cooper—Author of best-selling books *Winning at New Products* and *Portfolio Management for New Products,* has published more than 100 articles on new products, R&D and innovation management.

An intensive, two-day seminar on how to improve your gating and portfolio management process to realize higher success rates and increased profits.

Through experiential exercises, lectures and facilitated Q&A, you will learn how to:

- *Select the right number and mix of projects* for your development pipeline and allocate resources to the higher value projects

- *Right-size your idea-to-launch framework* and allow for flexibility and scalability

- Discover the *six major time wasters* in product development and how you can eliminate them

- *Implement NexGen Stage-Gate® and Stage-Gate® XPress* to accelerate your gating and portfolio management process – make Go/Kill decisions more swiftly

- *Make trade-offs and balance customer needs* and requirements with future industry direction and long-term market needs

Supporting Organizations:

sopheon

the GenSight group

The MANAGEMENT ROUNDTABLE

® Stage-Gate is a registered trademark of Product Development Institute and Member Company Stage-Gate Inc.

Dr. Robert G. Cooper, author of best-selling books *Winning at New Products* and *Portfolio Management for New Products*, has published more than 95 articles on new products, R&D and innovation management.

Dr. Cooper is Professor of Industrial Marketing and Technology Management at McMaster University (Ontario, Canada) as well as founder and president of the Product Development Institute.

Recognized as one of the leading authorities in the field of innovation, technology and new product development, Cooper's methods have been introduced globally by many companies including P&G, 3M, ABB, AT&T, Carlsberg, Caterpillar, Dow Chemical, Dupont, Exxon Chemicals, HP, ITT, Kraft Foods, Kennametal, Lego, Pfizer, VISA and many others.

Recently named ISBM Distinguished Research Fellow at Penn State University's Smeal College of Business Administration.

Free Book Offer!

All attendees will receive a complimentary copy of Dr. Cooper's new book:

Lean, Rapid and Profitable New Product Development

Who Should Attend

This workshop is aimed at decision-makers who can impact the way their business goes about conceiving, developing and launching new products. This includes Vice Presidents, Directors and Senior Managers in marketing, R&D, product engineering, business development, operations and general management.

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October 21-22, 2008 ● Oak Brook, IL

> **❝** *Bob is a dynamic and entertaining presenter* who provided us with the latest thinking and best practices in new product development. He used many pertinent examples from his portfolio of global companies that pointed us away from the pitfalls and highlighted the critical factors for new product success. *This is a must attend for anyone developing a new product development process.* ❞
>
> — Katie Fritz-Jung, Vice President R&D, The Schwan Food Company

Why This Seminar Is Important To You

Many companies have already introduced a new product process (such as *Stage-Gate®*) system and yet are still struggling to get the financial results they expected. Projects continually take too long, the development pipeline is clogged with too many projects and more often than not, key projects are not properly resourced at the right time. With time-to-market so critical, can you really afford to put projects on hold until they pass through a formal gate review? Is it possible to adjust your NPD process to accommodate different types of projects and even develop an *XPress* version for smaller projects and customer requests?

Robert G. Cooper, noted product development expert and author of *Winning at New Products,* will instruct this two-day, hands-on, practical workshop on how to significantly improve your gating and portfolio management process to increase your NPD productivity – to identify higher value projects, screen out bad projects early on, ensure that resources are allocated on time to winning projects, and remove waste and accelerate the process through to launch. The seminar draws heavily on the results of an APQC study of the best practices of top NPD performers in the United States, which he led. Focused on "how-to's" and implementation, this session will provide you with a step-by-step action plan to accelerate your NPD process and dramatically increase profits, success rates and time-to-market.

About Management Roundtable

Management Roundtable is the leading knowledge and networking resource for product developers. Practitioner-oriented and unbiased, our focus is on providing actionable information about new innovations, processes, tools, and technologies that enable faster time-to-market, increased profitability, and overall competitive advantage.

Founded in 1980, Management Roundtable publishes newsletters, hosts a variety of specialized conferences, workshops, and audio-sessions and conducts onsite training. Its premium web-based service, *Fast Track (fasttrack.roundtable.com)*, was launched in 2004 to advance product development, innovation and collaboration. This service offers continuous, unlimited access to competitive insights and facilitates introductions among industry practitioners for benchmarking and partnering.

Course Outline

Tuesday, October 21, 2008

7:45-8:30am	Registration / Continental Breakfast
8:30am	Workshop Begins

SESSION I — Understanding the Challenge

- Introductory sessions - issues and challenges
- The profit impact of new products and speed to market
- Benchmarking performance results - how well are you doing at NPD?
- The seven major reasons that new products fail
- The six major time wasters in NPD and how to eradicate them

Team Exercise: Problem Detection-Time & Profits

SESSION II — Introduction to the Seven Principles of Hi-Productivity NPD

- Defining productivity in NPD
- Lean manufacturing and how this approach applies to NPD
- The seven principles to maximize productivity in NPD

SESSION III — Key Practices in NexGen Stage-Gate®— Building in the Principles of Hi-Productivity New Product Development (Part I)

- Implement a customer-focused strategy and learn to:
  —Identify and exploit shifting competitive advantage
  —Better understand customer needs - learn the subtle differences between voice-of-customer, voice-of-salesperson, and real market needs and requirements
- The critical importance of front-end loading:
  —Select the right up-front homework to do
  —Get sharper product & project definitions
  —How to work with ever changing customer requirements and flexible product definitions
- Spiral development
  —How to effectively manage changing information and flexible product definitions - get the product right

SESSION IV — Key Practices in NexGen Stage-Gate®— (Part II)

- Create effective cross-functional teams
  —How to build teams for speed
- Metrics, Accountability and Continuous Improvement
  —Implement performance metrics - what (and what not) to measure
  —Establish accountability for project teams based on agreed upon success criteria
- Strategies for Effective Portfolio Management - a funneling approach
  —Winnow down the pipeline to fewer projects
  —Understand the value of adequately resourcing project teams

*Team Exercise:
Translating Hi-Productivity NPD Principles into Practice*

5:00pm	End of Day One
5:00-6:30pm	Networking Reception

Wednesday, October 22, 2008

7:15-8:00am	Continental Breakfast
8:00am	Workshop Begins

SESSION V — NexGen Stage-Gate®—Idea-to-Launch Processes

- The NexGen Stage-Gate® process—less bureaucracy, less waste and increased speed
- Effective strategies and methods to streamline your NPD Process
- Understanding how the NexGen Stage-Gate® process works—more details on the changes to stages and gates
- Customize Stage-Gate® for both large and small projects: XPress and Lite
- Tailoring NexGen Stage-Gate® for open innovation projects

Team Exercise: Moving Forward—the Seven Principles

SESSION VI — Implementing NexGen Stage-Gate®

- Learn how to diagnose, assess and overhaul your current idea-to-launch process to handle different types of projects
- Find out when and where to use different types and versions of idea-to-launch systems—Stage-Gate® XPress & Lite
- Discover new ways to accelerate gate decisions, work with limited information, and preserve project integrity

SESSION VII — Selecting Projects to Maximize Productivity— Portfolio Management

- How to maximize the value of your development portfolio:
  —Select the right projects - focus on value to the company
  —Better project prioritization - learn how to use scorecards and the productivity index to increase portfolio value
  —Maintain a healthy mix of high- and low-risk reward projects
  —Balance projects with available resources - don't overload your pipeline
  —Prune your portfolio to eliminate wait time and ensure that higher value projects are properly resourced

Team Exercise: Prioritizing Projects

SESSION VIII — Back to Your Business — Next Steps and Q&A

- Participants will reflect on and discuss what they plan to take back and implement at their respective businesses
- Participants will take-away a step-by-step action plan to adapt and implement key learnings and insights from the workshop.

4:00pm	Workshop Concludes

"A valuable element was the relatively mature experience of the participants—it raised the level of learning and the quality of the networking."

—Bill Jewett, PDSS, Inc.

Registration Form

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❑ *Please accept the following registration for the Stage-Gate® Innovation Workshop at $1995 per person (Photocopy this form for additional registrants - please type or print clearly)*

Name (Mr/Ms) _____

Title _____

Company _____

Address _____

_____

City _____

State _____ Zip _____

Country _____

Phone _____

Fax _____

E-mail Address _____

Payment Method (Amount $ _____)

❑ Check enclosed, payable in US funds to *Management Roundtable*

❑ Please bill my ❑ VISA ❑ MasterCard ❑ AMERICAN EXPRESS ❑ DINERS CLUB

 Account # _____ Exp. _____

 Signature _____

❑ Please bill my company, PO# _____

General Information

Fee:
$1995/person. Fee includes all program materials, luncheons, continental breakfasts, networking reception and refreshment breaks.

No-Risk Guarantee:
Your satisfaction is 100% guaranteed – money-back or credit. If you're not satisfied with the quality of this program, let us know in writing and we'll refund your registration fee.

Cancellations/Substitutions:
You may send a substitute attendee in your place at any time with no penalty (please inform us in advance, if possible). Cancellations made within 5 business days are subject to a $200 administration fee or the full fee can be credited towards a future purchase. No-shows are liable for the full fee.

Location & Hotel Accommodations:
This workshop will be held at:

 Oak Brook Hills Marriott Resort
 3500 Midwest Road
 Oak Brook IL 60523

For room reservations, please call 800-228-9290 or 630-850-5555 and mention that you will be attending *"Management Roundtable's Stage-Gate® Innovation Workshop"*. A limited block of rooms is available (please reserve early) at our group rate of $179/night until 09/29/08.

Four Easy Ways to Register!

On-line Registration:
www.ManagementRoundtable.com

Fax this form to:
781-398-1889

Mail this form to:
Management Roundtable
92 Crescent Street
Waltham, MA 02453 USA

By Phone:
Toll-Free: 1-800-338-2223 or
781-891-8080 (9-5:30pm EST)

Dates:
The workshop will be held October 21-22, 2008. Registration /continental breakfast begins at 7:45 a.m. on Day 1; session begins at 8:30 a.m. and concludes at 4:00 p.m. on Day 2. See our website for additional information - www.ManagementRoundtable.com.

Workshop Attire: Business Casual

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10 Key Benefits

In this workshop, you will learn how to:

1 Apply the seven principles of lean, rapid and profitable product development in your business

2 Determine the right mix of new projects—large versus small; long-term versus short-term; significant new products versus minor tweaks

3 Improve the effectiveness and efficiency of the front-end of projects—strategies to build Voice of the Customer into projects and get product definition right

4 Decrease cycle time and slip rate through effective resource management and the development of truly cross-functional teams

5 Tailor your idea-to-launch process to accommodate different types of projects—receive specific details on how *Stage-Gate® XPress* and *Stage-Gate® Lite* work

6 Adapt and integrate portfolio methods and techniques of high performing companies (based on recent APQC survey results of top NPD performers)

7 Unclog your pipeline and free up key resources for projects with the greatest profit potential

8 Align your business goals and strategy with your development portfolio—make sure that you don't take on too many low value initiatives (product line extensions and modifications) and miss out on a true game-changing new product opportunity

9 Use strategic buckets to help balance your portfolio and scorecards to help you select projects with potential for higher returns

10 Find out what data is needed to make critical go/kill decisions and how to expedite its generation

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Registration Code: WEB DOWNLOAD