Winning at New Products and Services

Bold Strategies, Big Ideas & Making the Right Investment Decisions

Dr. Robert G. Cooper

- *Creator of the world-famous Stage-Gate® process*

- *"World's Top Innovation Management Scholar" according to the prestigious Journal of Product Innovation Management*

- *Advisor to many Fortune 500 companies on Innovation and New Product Development*

- *Winner of the best seminar leader of the year at CHAMPS (2010)*

- *Author of the bestseller „Winning at New Products", which has become the 'bible' for new product development*

Day 1. *May 22nd, 2013*

08.30 - 09.00	Registration
09.00- 09.15	Welcome & Introduction

09.15- 10.15 — **Developing A Product Innovation Strategy for Your Business – Part I**
A product innovation and technology strategy is fundamental to successful companies in product development – it establishes goals and provides direction, defines search fields, and helps validate projects. Topics include:
- The vital role of a product innovation strategy – impact on results
- The key components of this strategy – what is an innovation strategy?
- An overview of how to develop this critical strategy
- Defining goals & objectives for product innovation for your business

10.15 - 10.45 — **Exercise: Strategic Challenges We Face**
Delegates have the opportunity to voice their issues & challenges regarding their business's innovation strategy

10.45 - 11.00 — **Teams Present: Issues & Challenges, Discussion**
Attendees then present their mains issues; discussion follows & solutions are sought

11.00 - 11.15 — Networking Break

11.15 - 12.30 — **Developing A Product Innovation Strategy for Your Business – Part II**
- Deciding on the right strategic arenas – where to focus your R&D efforts, how to create your next engines of growth
- Developing your "Strat-Map"
- Strategic product roadmapping

12.30 - 13.30 — Lunch

13.30 - 15.00 — **Creating Breakthrough New Product Ideas**
Feeding the innovation funnel with superb ideas is key to new-product success. Topics include the top 25 methods for generation great ideas:
- Voice of customer methods – ethnography, lead user analysis, identifying customer points of pain, crowdsourcing, problem detection sessions, etc
- Internal methods for ideation – your own employees
- Other external methods – competitive analysis, patent mapping
- Open innovation

15.00 - 15.15 — Networking Break

15.15 - 16.30 — **Picking The Right New Product Projects to Invest In**
Creating great ideas is half the job; picking the right ones to invest in is equally important. Topics are:
- Achieving focus, picking the winners & resourcing projects properly
- Using the Strategic Buckets method to decide priorities – getting the right mix & balance of projects
- Selecting the best development projects to invest in, project prioritization
- Using financial criteria, Scorecards and the Productivity Index to rate and rank projects

16.30 - 17.30 — **Exercise: Mapping Out Your Next Steps (also Q& A)**

17.30 — End of Seminar – Beginning of Implementation

ROBERT G. COOPER

WINNING AT NEW PRODUCTS

CREATING VALUE THROUGH INNOVATION

Winning at New Products and Services

How to Get New Products to Market – Successfully & Quickly?

Seminar leader Dr. R. Cooper

Day 2. *May 23rd, 2013*

08.00 - 08.30   Registration

08.30 - 08.45   Welcome & Introduction

08.45 - 09.45   **Achieving Superior NPD Performance Results: Critical Success Drivers – Part I**
Learn what separates the best performers the rest. Gain insights into the four most powerful drivers of new product profitability. Topics are:
- The vital role of product development in your business – impact on sales & profits, how you compare
- How to conceive and develop truly superior & differentiated new products
- Building in the voice of the customer to understand unmet & unspoken needs
- Doing the up-front or front-end homework – getting the facts before you begin your development projects
- Getting sharp, early & stable product definition – how to define the project & product

09.45 - 10.00   **Exercise: Challenges in Getting New Products to Market**
- Delegates have the opportunity to voice their NPD problems & challenges

10.00- 10.15   **Teams Present: Teams Present Issues & Challenges, Discussion**
- Delegates then present their mains issues; discussion follows & solutions are sought

10.15 - 10.30   Networking Break

10.30- 11.30   **Achieving Superior NPD: Critical Success Drivers – Part II**
We continue probing the success drivers – how to really drive new products to market quickly and successfully. Topics are:
- Focus – picking winning development projects, making the right investment decisions
- An effective cross-functional team with the right leader
- An international emphasis – building in the international dimension
- Resourcing projects properly

11.30 - 12.15   **A World-Class Idea-to-Launch NPD Process – A Stage-Gate® System For Your Business**
Almost every world-class business has implemented an effective idea-to-launch process such as Stage-Gate to drive their new product projects to market. Topics are:
- What Stage-Gate® is and how it works ; also Stage-Gate Lite & Xpress for lower risk projects
- The five key stages and their components
- The five gates or decision-points and how they work
- A walkthrough the process from idea to launch – all the key steps, tasks & activities

12.15 - 12.30   **Discussion: Idea-to-Launch System, Questions & Answers**

12.30 - 13.15   Lunch

13.15 - 14.30   **Building a Robust Business Case – Doing the Front End Homework & Building In the Voice of Customer**
The key differences between winning and losing, lie in the first thirst of the projects – the fuzzy front end. But most project teams do a poor job on the early phases of a development project – their homework is weak, they don't seek voice-of-customer input, and they fail to build a solid business case.

14.30 - 15.30   **Exercise: Attendees Map Out Next Steps (also Questions & Answers)**

15.30   End of Seminar – Beginning of Implementation