



What executives say:

We react to any new idea that comes along. We need to be more strategic about the types of projects we focus on.

We have difficulty killing and prioritizing projects—too many projects with too few resources and nothing is getting to market.

We want fewer, bigger & better projects.

What are your challenges?

TWO DAY SEMINAR

Winning at New Products and Services:

Deciding your new product portfolio – making strategic choices and picking the winners

You will learn how to:

- Develop a product innovation strategy to focus your product development effort
- Translate your strategy into action by picking the right new product projects to invest in
- Define clear and meaningful goals and objectives for new product development
- Create Breakthrough New Product ideas
- Conceive and develop truly superior and differentiated new products
- Maximize the productivity of your product development portfolio
- Benefit from a World-Class Idea-to-Launch NPD process

May 22-23
Vilnius
2013

Speaker:

Dr. Robert Cooper

World's leading expert in the field of New Product Management.

The creator of the Stage-Gate® process.

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

Winning at New Products and Services

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



Seminar leader Dr. R. Cooper

DATE & PLACE

May 22-23, 2013
BEST WESTERN Hotel
Konstitucijos pr. 14, Vilnius

SEMINAR FEE

One day seminar: 2200 Lt
+PVM (EUR 650 + VAT)
Two day seminar: 3900 Lt
+PVM (EUR 1130 + VAT)

Fee includes one (or two) day seminar, coffee break drinks and snacks, lunch, hand-outs and participant's diploma.

REGISTRATION

e-mail: info@bildideas.org
mobile: +370 620 22064
online: [registration form](#)

Registration is completed once the invoice is paid.

Prepaid registrations can be cancelled by May 8, 2013 and will be refunded, except for the 10% administration fee.

No refunds will be made for cancellations after May 8, 2013.

If you are not able to attend the seminar, your colleague can attend instead of you at no additional charge.

BILD reserves the right to make minor modifications to the program.

Media partner:



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 from 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 main 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 third 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