

**Our Latest Book
is Included**



Invitation to seminar on ...

Generating Breakthrough New Product ideas

**Feeding the Innovation Pipeline With
Great Ideas and Solid Business Cases**

- Six proven methods for customer-driven idea generation
- Strategic ideation by defining strategic arenas, using peripheral vision and scenarios of the future, and exploiting disruptive technologies
- Product roadmaps for mapping out new ideas and development projects
- Organising an effective idea capture and management system
- Picking the winners – the best ways to do early stage idea evaluation.

Seminar leader
Dr Robert G. Cooper

Named the world's
top
innovation
management
scholar.



“...it has been a long time since I've walked away from a course with so much useful information and a list of must dos,”

Chuck Williams, Technical Director, Avery Dennison, Performance Polymers Division, USA

International seminar

**Seminars led by Dr Cooper
are held in English.
Participants come from
5 to 10 different European
countries.**

19-20 October 2009

Radisson SAS Scandinavia Hotel Copenhagen, Denmark



Innovation Management 

SEMINAR LEADER

Dr Robert G. Cooper was recently named the “World’s Top Innovation Management Scholar” by the prestigious Journal of Product Innovation Management. He has combined practical consulting with groundbreaking research for many years. Besides his best-selling books “Winning at New Products” and “Portfolio Management for New Products”, he 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). He is also the founder and President of the Product Development Institute (www.prod-dev.com), offering innovation know-how and support around the world. Many companies in North America, Europe and Asia have introduced his methods, including 3M, ABB, AT&T, Carlsberg, Caterpillar, Dow Chemical, DuPont, Exxon Chemicals, HP, IIT, Kraft Foods, Kennametal-Hertel, LEGO, Lenzing, Pfizer, VISA and many others.

Top-rated seminar

Extremely relevant topics. The knowledge is based on real life, not just theories. Presented in an easy-to-understand format. *Marianne Winning, New Opportunity Manager, Ferrosan A/S, Denmark*

It was great to have the up-front and personal teaching approach. It [NPD] is a very complex area and was presented and taught with impact, enthusiasm and consideration.

Katie Bell, Strategic Planning Director, GlaxoSmithKline Consumer Healthcare, USA

A dynamic and entertaining presenter who changed the way I approach NPD [new product development]. This is one manual [seminar binder] you will not leave on the shelf. Cooper has developed a company approach to NPD, a must for anyone....”

Marie Relihan, Manager of NPD, Kerry Foods, Ireland

Outstanding reputation for practical advice

Dr Cooper has worked with hundreds of leading edge companies in Europe, North America, China, Japan and Australia on addressing the fundamental issue: making Product Development profitable. He has an outstanding reputation as a hands-on, hard-hitting seminar leader, impacting technique and skills which attendees can employ in their work environment immediately.

Innovation has become number one lever to drive company growth for executives everywhere. But it’s not so easy to be innovative! Most companies...

LEARN HOW TO FEED YOUR INNOVATION PIPELINE WITH A STEADY STREAM OF BREAKTHROUGH NEW IDEAS

- have a real shortage of blockbuster and “game changing” products
- spend a lot on R&D but don’t seem to get the full benefits
- have a pipeline full of modification & extension projects
- launch new products whose turnover simply won’t achieve their ambitious new product goals.

If this describes your business, this seminar is right for you!

Turn your company into an innovation machine!

Our new book (included) and the seminar give you the knowledge and the methods for generating a steady stream of new ideas and new businesses to meet your company’s profit and growth goals including:

A proactive system for capturing and handling ideas

How to organise a world-class idea handling system.

Breakthrough ideas from the voice of the customer

The number one key to success is having a unique, superior product. To achieve this, the top performers spend four times more time with their customers. Learn how to grasp customers’ unmet and unspoken needs.

Strategic input to ideation: an early warning system

Most companies fail to foresee serious threats. With a good warning system, however, you see threats and opportunities before your competitors do and translate these into great new products.

An innovation strategy to guide idea generation

The right ideas are not created by chance. A strategically-driven idea generation system is critical for defining the most profitable arenas in which to target your ideations efforts.

From Idea to Business Cases

A best practice template for transforming your idea into a valid business case.

Forecasting success or failure early on and picking the best ideas.

Picking the winning ideas in the early phases is difficult because so little is known and most financial forecasts are pure guesses. Learn how the top-performing companies consistently pick winners.

An innovative climate

Learn how the best companies develop innovative employees.

Seminar-Workshop Format: This comprehensive seminar uses a workshop or hands-on approach. It includes lecture, discussion and Q&A sessions and illustrations learned from experiences and examples in other companies. It provides you with the knowledge and examples needed to return to your own business and begin implementation.

Generating
Breakthrough
New Product
Ideas

Feeding the
Innovation Funnel

ROBERT G. COOPER
SCOTT J. EDGETT

DAY 1

09:00 Arrival, Light Breakfast

09:30 Introduction by Jens Arleth and Robert G. Cooper

09:45 Installing a Proactive Idea Capture, Management & Handling System

Most companies have ambitious growth targets but lack big ideas in their pipelines

- The need for breakthrough ideas and the profit impact on the company
- Best sources of big ideas
- Setting up an idea capture system

10:15 Generating Breakthrough New Product Ideas: Focus on the Customer

The customer is a major source of new ideas, but is too often under-utilised or incorrectly accessed. Learn the best ways for identifying unmet and unarticulated customer needs.

- The lead-user-method
- Using voice-of-customer correctly
- Identifying customer and user problems and “points of pain”
- Crowdsourcing – a novel method
- Ethnography and “fly on the wall” research

11:30 Networking Break

11:45 Team Exercise: So what's stopping us?

Participants focus on understanding the challenges and blocks to effective ideation.

12:15 Networking Lunch

13:15 Strategic Inputs: Forecasting the Future

Many big ideas are the result of deliberate strategic analyses such as:

- Developing peripheral vision
- Identifying disruptive technologies
- Using ideation scenarios and defining product and technology roadmaps

14:15 A Strategy to Guide Idea Generation

From strategy, all else flows! But determining which strategic areas will yield the best ideas – is not easy. Topics include:

- Identifying the strategic arenas of focus
- Evaluating potential strategic arenas
- Defining your strategic map and the “hunting grounds” for ideation
- Developing a product & technology roadmap

15:45 Networking Break

16:00 Your Own Employees

Your employees can be a major but often untapped source of ideas. Find out why, and what can be done.

- Organise a major revenue generating event
- An active idea, capture and handling system
- Exploit basic research and technology developments
- Run internal creativity sessions correctly

16:45 Which Methods Are for You?

17:30 End of Day One

DAY 2

08:00 Morning Coffee and Light Breakfast

08:30 Review of Day One (Questions & Answers) and Objectives for Day Two

09:00 The Front End Homework: From Idea to Business Case

Your product and business must be carefully defined before development begins. Weaknesses in this stage are the single most common cause of product failures and project delays.

You receive a best practice template for transforming the idea into a sound business case including 1) Product Definition, 2) Project Justification, and 3) Action Plan.

10:45 Project Selection: Picking the Winners

Generating big ideas is only half the battle. Picking which ones to go with is the other half. Learn how to make Go/Kill decisions early when little is known.

- Project review methods for breakthrough projects – the right methods for prioritising your ideas and early-stage projects
- Determining the economic value of higher risk, higher payoff projects
- The right scorecards and criteria for breakthrough projects
- The real-options method for evaluating venturesome new products

12:15 Networking Lunch

13:15 The Right Ideation Environment

Climate and culture are strong discriminators of top- and poorly-performing businesses. We learn about:

- Rewards and recognition
- Leadership from the top
- Time and resources to be creative
- Novel organisations that promote creativity

14:45 Networking Break

15:00 Team Exercise: Lessons for Success and the Next Steps for Your Business

You review the numerous lessons for success, ideation and evaluation, and ways to foster a creative environment – and select the ones that are best suited for your company.

15:30 Teams Present Action Plans

You will have a chance to present and get feedback on what you hope to achieve upon returning to your company, so that everyone returns home with a tangible line of action.

16:15 Final Q&A Session

16:30 End: Implementation Begins!

PLEASE NOTE

Times are approximate – the schedule is flexible to accommodate the needs of the participants. The programme is subject to change.

Who will be attending?

- Executives responsible for maximising the returns of innovation
- Vice presidents of marketing, R&D engineering, manufacturing, new-business development, and innovation
- Project managers and idea managers working with idea development and generating new-product concepts
- Process owners and process managers who play a significant role in making the new-product development process work
- Product-development directors and managers

STAGE-GATE.EU® INNOVATION MANAGEMENT U3

This seminar is organised by Stage-Gate.EU. We are a management consulting firm that helps our customers to achieve their goals for sustainable growth and profit from new products. Our approach is based on award-winning scientific research that we have transformed into practical, high-impact solutions. Our areas of expertise include:

- Product Innovation and Technology Strategy
- Resources: Commitment and Portfolio Management
- Stage-Gate® Idea-to-Launch System
- Climate, Culture, Teams and Leadership

Please visit www.stage-gate.eu for more information on our services and seminar programmes.

Time and place

19-20 October 2009
Radisson SAS Scandinavia Hotel
Amager Boulevard 70
2300 Copenhagen S, Denmark
Tel. (+45) 3396 5000

Only 15 minutes from Copenhagen airport by taxi or Metro

The location is also easy to get to if you are arriving by rail or in your own car. We will send directions when you register.

Price DKK 11,900 (EUR 1,600) +VAT

The price covers lunch, refreshments and documentation including the book *Generating Breakthrough New Product Ideas*. Payment on receipt of invoice.

Cancellations

Cancellations may be made up to and including October 5, during which period the seminar fee, less 20%, will be credited. No refunds will be given for cancellations received after October 5. You are always welcome to send a colleague to the seminar, if you are unable to participate.

Five ways to register

Website: www.stage-gate.eu/ideas
E-mail: info@stage-gate.eu
Fax: (+45) 3675 4219
Phone: (+45) 3675 0219

Letter: **Stage-Gate.EU®**
Hyldebakken 7
2605 Brøndby, Denmark

Registration form



Please register the following delegate(s) for the seminar "Generating Breakthrough New Product Ideas" on 19-20 October 2009 in Copenhagen.

Overnight accommodation:

Please go to the registration form at www.stage-gate.eu/ideas and click the link under "Overnight accommodation" or phone the hotel on +45 3815 6500. To book one of our pre-booked rooms, please mention the reservation number "A201009STA". You can book your pre-booked rooms until Sept. 21, 2009.

Name:

Position:

Company:

Address:

Postal Code / City:

Country:

Phone:

E-mail:

Do you want to join our e-mail list?

Yes

No