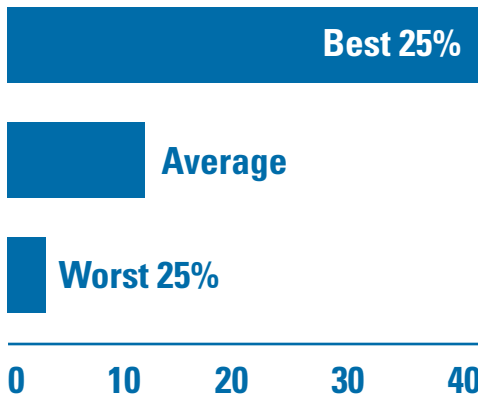


# 500% Higher Productivity in New-Product Development

## Learn How to Maximise Your Product Innovation Productivity

Seminar and workshop with Professor Cooper  
12-13 October 2010 at Radisson Blu Scandinavia Hotel, Copenhagen

### 500% Higher Productivity



The best 25% generate 500% higher sales from their new-product investments than the average companies and 1200% more than the worst according to Arthur D. Little. Find out how. More at [www.stage-gate.eu/500](http://www.stage-gate.eu/500)

### Enormous differences in productivity

The best 25% of companies generate 500% more sales from their new-product investments than the average companies. Learn what the top performers do differently and how you can profit from their best practices. Seminar topics include:

- The top drivers of new-product productivity.
- Applying the seven principles of high-productivity innovation.
- The six major time wasters and how to eliminate them.
- Measuring innovation productivity – your productivity index
- Stage-Gate® RAPID for faster, better development
- Removing waste with value stream analysis
- Lean gates with teeth
- Productivity gains through continuous improvement.



## SEMINAR LEADER

Dr. Robert G. Cooper, author of the best-selling books *Winning at New Products* and *Portfolio Management for New Products*, has published more than 100 articles on innovation management. Cooper is Professor Emeritus of Industrial Marketing and Technology Management at McMaster University (Canada), ISBM Distinguished Research Scholar at Penn State University (USA), as well as founder and President of the Product Development Institute.

Cooper was ranked the “world’s top innovation management scholar” by the prestigious US publication, *Journal of Product Innovation Management* and the number one instructor at Chalmers Institute of Technology in Gothenburg, Sweden (2009)

Cooper is the creator of the Stage-Gate® system, used globally by most major firms to drive new products to market. Recognised 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 Industries, Emerson Electric, MARS, Nokia, Reckitt-Benkizer, Siemens, WL Gore, LEGO, Pfizer, VISA, First Data and the Royal Bank of Canada.

### TOP-Rated Seminar

Bob Cooper’s seminars always receive top ratings (over 4.5 on a scale of 1 to 5) as inspiring, profound, captivating, practical, and effective.

“Excellent event. Excellent speaker. Material presented was directly relevant to understanding the process and how we can improve as a company.”

*John Ikin, Lockwood Security Products, Australia*

“The professional content of the seminar is very relevant and the way it was presented by Robert Cooper was elegant – the content was interesting and he managed to hold the participants’ attention. Especially, all the good examples and histories from ‘the real world’ were great!”

*Bo Jürgensen, Bang & Olufsen, Denmark*

“...an invaluable guide to managers in helping them to select the right projects for development and marketing. Cooper is right on target.” *Robert E Davis, former Research Manager – New Products, The Procter & Gamble Company, USA*

### 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 brings to the seminar-workshop a wealth of experience and lessons learned, as well as proven techniques and methods for leading, organising and managing your business’s efforts. He has an outstanding reputation as a hands-on, hard-hitting seminar leader, imparting technique and skills which attendees can employ in their work environment immediately.

## MAXIMISE YOUR PRODUCTIVITY IN NEW-PRODUCT DEVELOPMENT

Although many companies have adopted an idea-to-launch system such as Stage-Gate®, they are still struggling to get the financial results they demand. Productivity – the profit achieved versus the costs and the times to do development projects – is far below what it should be. Projects consistently take too long, the development pipeline is clogged with too many projects, and more often than not, key projects are not properly resourced. Even worse, launched products often fail to generate much excitement in the marketplace, and don’t achieve major profits.

### Accelerate Time to Market

With time-to-market so critical, can you really afford to have so many time-wasters and non-value-added work in your system? Is it possible to have a more streamlined idea-to-launch system – disciplined, effective yet fast – such as Stage-Gate RAPID, a faster, lighter and more flexible process? Can you adjust your innovation process to accommodate different types of projects and use an XPress version? And what about the mix and types of projects – are you selecting the right ones, or are you doing too many smaller, insignificant projects... fast, but not very profitable?

### Top Performing Companies Focus on Increasing Productivity

One problem is that some of the things the product developers have done to save time and reduce costs have actually hurt profits. The goal here is profitability, not just speed and lower costs! Top performing companies focus on increasing productivity. They have discovered the secrets to rapid and profitable product development, properly balancing the need for speed with the quest for profitability. That’s the thrust of this seminar. Discover the secrets of the highly productive businesses in product development and their best practices.

### Two ways to increase productivity



**Productivity is NOT just about reducing costs** or removing waste. In product innovation, productivity improvements come from either increasing profits from your new products (more successes, higher sales) or by reducing time and of course, removing waste. The problem is that some of the things the product developers have done in the interest of saving time and cutting costs waste have actually starved development and hurt profits.

# DAY 1

## 8:30 Continental Breakfast, Registration

## 9:00 Agenda and Introductions

### 9:10 The Challenge: the Need for Higher Productivity

- Introduction – the issues & challenges
- The profit impact of new products and speed to market
- Benchmarking performance results: how well are you doing at new products?
- The eight major reasons why new products fail
- The ten major reasons they're late or take too long

### 10:00 Team Exercise: Problem Detection

- How can we improve time-to-market and new-product profitability in our businesses?

## 11:00 Refreshment Break

### 11:15 Introduction to the Seven Principles of Highly Productive Product Innovation

- Productivity in new-product development defined
- The Seven Principles

## 12:30 Networking Lunch

### 13:30 The Principles of Highly Productive Product Innovation – Part I Building in a customer-focused strategy

- Identifying and exploiting shifting competitive advantage
- Understanding customer needs
- Developing differentiated, superior products with a compelling value proposition

#### Front-end loading

- Doing the right up-front homework
- How much homework is enough?
- Getting sharp product and project definition
- Working with changing customer requirements and flexible product definitions

#### Spiral development

- Handling a dynamic information process with fluid, changing information
- Getting the product right

## 15:00 Refreshment Break

### 15:15 Team Exercise: Let's Implement the First Three Principles

### 15:45 The Principles of Highly Productive Product Innovation – Part II Putting in place effective cross-functional teams

- Teams built for speed
  - Metrics, accountability and continuous improvement
  - Putting performance metrics in place – what to measure
  - Holding project teams accountable to success criteria
  - Continuous learning & improvement
- #### Focus & Effective Portfolio Management
- A funnelling approach & the resources in place
  - Fewer projects, but better (higher value) projects
  - Adequately resourced project teams

## 17:15 Q&A and Wrap-up of Day 1

## 17:30 End of Day 1

### Evening:

### Review Materials & Notes from Day 1 and Develop Issues for Discussion for Day 2

# DAY 2

## 8:00 Continental Breakfast

### 8:30 Review and Discussion of Issues from Day 1

### 9:00 Selecting Projects to Maximise Productivity – Portfolio Management

- Maximising the value of your portfolio – seeking maximum productivity through effective project selection
- Pruning the portfolio to eliminate waiting time – doing fewer projects but higher value ones
- Doing the right projects – a focus on value-to-the-company & profitability
- Scorecards & the productivity index for better project prioritisation
- Getting the right balance in your mix of projects
- Balancing projects with resource availabilities – not overloading the pipeline

## 10:30 Break

### 10:45 Selecting Projects, continued

### 11:15 Re-Inventing Your Idea-to-Launch System Part I

- Stage-Gate RAPID
- Accelerating your process with Stage-Gate RAPID
- Stage-Gate Lite & XPress for lower risk projects – a scalable system

## 12:00 Lunch

### 13:00 Re-Inventing Your Idea-to-Launch System – Part II

- Streamlining the process and removing waste – the value stream
- Lean gates with teeth

## 14:15 Break

### 14:30 Re-Inventing Your Idea-to-Launch System – Part III

- Making your idea-to-launch process flexible and adaptive
- Building in 'Open Innovation'
- Automating your Stage-Gate system

### 15:15 Back to Your Business – Next Steps and Q&A

## 16:00 End of Seminar, Beginning of Implementation

### PLEASE NOTE

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

### Who Should Attend?

Managers and executives from development, engineering, marketing, sales and new business development. Project leaders and project team members from development, marketing, sales, engineering, etc.

# 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 internationally recognised 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](http://www.stage-gate.eu) for more information on our services and seminar programmes.

## TIME AND PLACE

12–13 October 2010  
Radisson Blu Scandinavia Hotel  
Amager Boulevard 70  
2300 Copenhagen S, Denmark  
Tel. (+45) 3396 5000

## Only 15 minutes from Copenhagen Airport by taxi

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 1,597) +VAT

The price covers lunch, refreshments and documentation. Payment on receipt of invoice.

## Cancellations

Cancellations may be made up to and including 28 September, during which period the seminar fee, less 20%, will be credited. No refunds will be given for cancellations received after 28 September. 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/register](http://www.stage-gate.eu/register)

E-mail: [info@stage-gate.eu](mailto:info@stage-gate.eu)

Fax: (+45) 3271 0999

Phone: (+45) 3675 0219

Letter: Stage-Gate.EU®

Hyldebakken 7, 2605 Brøndby,  
Denmark



STAGE-GATE.EU ®

## REGISTRATION FORM

Please register the following delegate(s) for the seminar “500% Higher Productivity in New-Product Development” on 12–13 October 2010 in Copenhagen.

### Overnight accommodation:

Please go to the registration form at [www.stage-gate.eu/register](http://www.stage-gate.eu/register) and click the link under “Overnight accommodation” or phone the hotel on +45 3815 6500. To book one of our pre-booked rooms, please refer to reservation number “A121010STA”. You can book our pre-booked rooms until 12 September 2010.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code / City: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Do you want to join our e-mail list? Yes

No