

Two-hour presentation on

Best practices in product development and the Stage-Gate® process

Speedy and profitable projects or delays and failures

Choose of what you want most of in your company. Professor Cooper's analyses of more than 2000 projects in more than 300 firms show that your results are not caused by coincidences or factors beyond your control. You and your team determine whether you follow certain well documented best practices such as ..

- collecting valid information on what your customer will pay for,
- having good project teams,
- having the right innovation process,
- or seven other practices crucial to speed and success in new product development.

The Presentation

During the presentation you will hear about practical ways and tools for improving your success rate and reducing time-to-profit.

Best practices in product development

What makes a winning new product? Much evidence is available about the reasons for speed and success in new product development. You will hear about the latest thinking and research translated into nine lessons or best practices including the need for a new product process, the need for better homework and ways to accelerate the process.

The Stage-Gate® process

The Stage-Gate process plan is a translation of the best practices into a road map for moving an idea to a successful launch. The process consists of a series of stages and gates from idea to market. You will see what R&D and marketing must do in each stage and how they can cooperate as a team.

Stage-Gate also points out the critical evaluations and Go/No Go decisions that management must make at the gates during the process.

Implementation of Stage-Gate

How can we go about implementing Stage-Gate in a company?

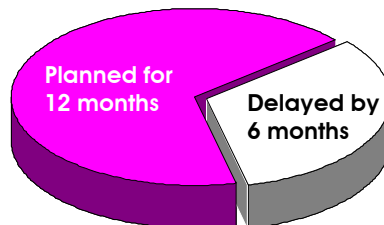
More information about Stage-Gate at <http://www.stage-gate.eu/>

The impact of best practices in product development

The new-product success rate for the top 20% of all companies is 78%. The average is 56%. Most of these top companies also stay on schedule in the vast majority of their projects. Yet how do they do it?

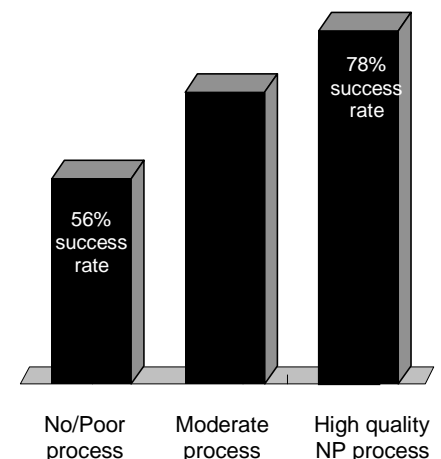
They follow certain development procedures - i.e. best practices. You can determine whether your company lives up to these best practices by benchmarking the company against the ProBE® database. ProBE is based on the world's most comprehensive research in the field of best practices in product development.

In our experience, the average company has the potential to increase its success rate by 10% to 20% and reduce development time by 30% to 50%. And this actually increases company profits by millions, frequently by just as many millions as the company's annual development budget.



The average project in industry is 50% behind schedule. The companies in the top 20% complete most of their projects as planned.

Source: Jens Arleth



The companies with a high quality development process are significantly more profitable.

Source: RG Cooper