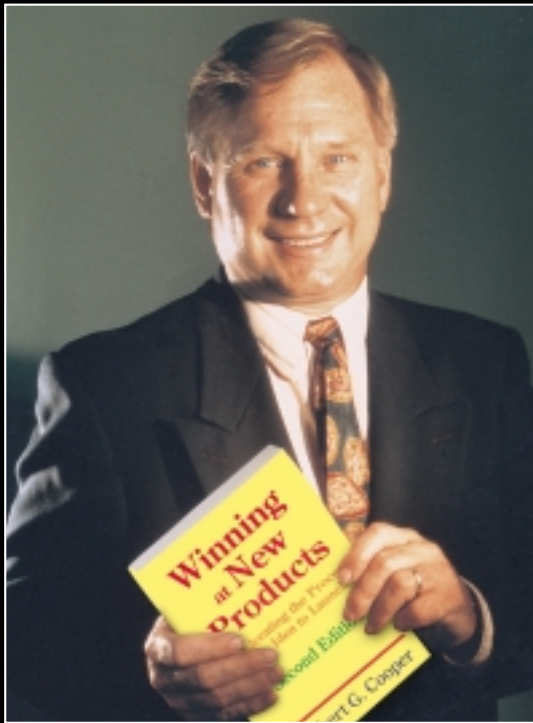


Invitation to a seminar on

Winning at New Products

How to successfully develop and launch your products!

Incorporate the “voice of the customer” into your development processes!



Dr. Robert G. Cooper

The seminar will cover...

- The ten crucial factors for successful product development
- How to incorporate these factors of success into your development work
- Stage-Gate®: The world's most widely used development process
- Incorporating the “voice of the customer” into your development work
- Describing customer needs and converting them into product definitions
- Making realistic new-product sales estimates

One or two days

especially tailored to your company

Innovation Management



Instructors and organizers

Robert G. Cooper

Cooper is regarded as one of the world's leading authorities in product innovation management. Cooper is also an incredibly inspiring, entertaining teacher. He has been combining practical consultancy with academic research for many years. The UK's Cranfield University has singled out Cooper as the person who has made the greatest single, international contribution in the field of product-development management. Many companies around the world have introduced his methods, e.g. LEGO, Coloplast, Carlsberg, Telenor, Tele Danmark, ABB, Hercules, Exxon, Visa, IBM, Procter & Gamble, Dupont, Royal Bank of Canada and many more.

Cooper has a Ph.D. and is a professor in marketing at McMaster University, Hamilton, Ontario, Canada. He has written more than 70 articles and books on "Product Innovation Management".

Jens Arleth

Jens Arleth is owner and founder of the company Innovation Management U3. He is Europe's leading expert in introducing processes for managing and benchmarking product development.

Jens Arleth has served as a corporate advisor and instructor for companies like Carlsberg, Danfoss, Tele Danmark, Hempel's Marine Paints, Novo, Telenor, Akzo Nobel bv, Enraf B.V., Ferrosan and Hercules Chemicals. Arleth and Cooper have been cooperating as partners for more than 15 years. Arleth has written a number of books and articles on product development.

He is a board member for the International Society for Professional Innovation Management and chairman for the Danish Association of Product Development. Jens Arleth originated the ProBE concept, and Cooper and Arleth have developed the ProBE benchmarking tool for charting a company's potential for improving its development results.

Innovation Management U3

Innovation Management U3 is a group of management consultants and experts specializing in the improvement of product development results and methods. We are members of the Product Development Institute Inc., an international network with partners in Europe and North America.

Our international senior consultants are recognized experts in the field of product development management. For more than twenty years, the consultants have documented their expertise as management consultants, teachers, authors and researchers. Moreover several of U3's consultants have many years of management experience in business and industry.

Primary seminar topics

Successfully developing and launching your products

Create new products or face commercial extinction! Your company must either succeed in developing new products or gradually decline. In five years, 50% of most companies' sales and profits will derive from products that are not currently on the market. In some sectors, this figure is even as high as 100%.

Therefore, your company must launch new products at a steadily increasing rate in order for it to grow and succeed. But the products must be commercially successful. This is easier said than done however. The first seminar day will deal with the factors that differentiate successful projects from fiascos and with how to incorporate these success factors into your project work.

Incorporate the "voice of the customer" into your development work!

Faulty market information is by far the most frequent cause of product-development fiascos. Customer needs, demands and problems are incorrectly perceived. Sales estimates are unrealistically high and competitors' strengths and reactions are underestimated. On the second day of the seminar you will learn how to implement product-development customer tests and market studies and how to convert the results into product specifications and realistic project goals.

Cooper always receives top marks from participants

Some of the previous participants at seminars with Cooper came from

AstraZeneca,
Alcatel Telecom Nederland b.v.,
Becton Dickinson AB, BT Products AB,
Carlsberg Breweries, Coloplast,
Dandy, Danfoss A/S, Enraf B.V.,
Gambro AB, Givaudan Roure BV,
GN Nettest A/S, Halton OY,
Hempel Marine Paints A/S,
Hercules Chemicals, House of Prince,
Jotun AS, LEGO, Lucent Technologies Denmark,
Maersk Medical, Matforsk,
Nokia Mobile Phones,
Novo Nordisk, Nycomed Pharma AS,
Pressalit A/S, Telenor, Sonofon, Tele Danmark,
VELUX, Vestas Wind Systems A/S,
VingCard as, York Refrigeration.

Programme

Day 1

Successful product development

9.00 **Arrival:** Registration, and coffee and tea
a.m.

9.30 **Winning at New Products: Successful, speedier product development projects**

Some companies are very successful in the field of product development. Hear how Cooper has converted the results from his research and analyses of more than 2000 projects into 10 success factors or methods for improving commercial results. The participants will receive a list of measures they can implement at their own company.

Problem areas, questions and answers

The participants have an opportunity to submit questions and subjects for discussion at the seminar.

12.30 Lunch
p.m.

1.30 **Winning, continued**

2.30 Break

2.40 **The Stage-Gate® process**

If you are dissatisfied with your development results, then examine the process which generates them. Most companies have serious weaknesses in their development processes. Things do not happen according to plan or on schedule. The Stage-Gate process is based on the success factors. It is a template or road map that leads you from idea to market success. You see how developers and marketing professionals cooperate in the various phases. You also learn about the important gates where management makes the crucial go/kill decisions.

3.45 **How to introduce Stage-Gate**

The design and implementation of a development process is a difficult task that often requires two or three years to complete. You learn how to carry out this work and how to get the support of the rest of the organization.

4.45 **Questions and answers**

5.00 End of day 1.

Day 2

Voice of the customer

8.30 **The customer has your next idea**

a.m. Learn how to get ideas from customers. Studies of customer needs and problems often show the way to new trailblazing opportunities.

09:30 **The first fast market assessment!**

The first market study establishes the framework and direction of the project. Learn how to get a fast initial perspective of customer needs, market size and the competition.

10:30 **Defining the “winning product”**

Cooper’s research shows that a unique product with special customer benefits is by far the most important success factor. Unfortunately, most development groups are way off base in this area. This is because development work is often founded on vague, imprecise perceptions of needs and problems that are frequently difficult for customers to put into words. We review the best working methods. You receive tips and advice on the best questions to ask and on how to carry out crucial analyses of users and needs that will enable you to define the “winning product”.

12.30 Lunch
p.m.

1.30 **Defining the “winning product”, continued ...**

2.45 **How much can we sell?**

After the sales work starts, the sales prognoses from the original development and business plan often turn out to be unrealistically high. The business motivation for the project proves to be faulty. Furthermore, faulty sales prognoses are a poor framework in which to plan production and sales work. We examine how you can improve the precision of sales prognoses before a development project starts. Concept testing methods are included in this section.

4.00 End of the seminar.

Note:

- The entire seminar will be held in English.
- Breaks will be held every hour or so.
- We reserve the right to make changes in the programme.

Who should participate?

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