

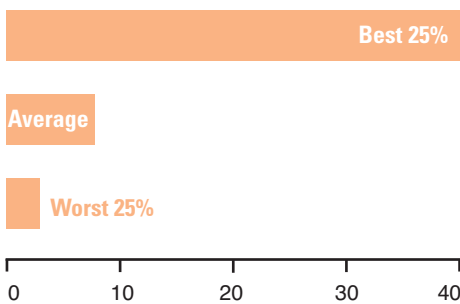
Lean Product Development in Practice

Lean, Rapid and Profitable Product Development

Learn the latest, thoroughly tested methods for increasing productivity, boosting success rates and increasing profits. Seminar topics include:

- The top drivers of new-product productivity.
- The six major time wasters and how to eliminate them.
- Applying the seven principles of lean, rapid & profitable development.
- NexGen Stage-Gate® and how to integrate it with lean NPDP.
- Systematically measuring and driving up productivity.
- Doing value stream analysis.
- Implementing lean: making it work for you.

Five times more productivity



New Product Productivity (NP Sales/R&D Spending)

The best 25% generate five times more sales from their new-product investments than the average companies and twelve times more than the worst, according to Arthur D. Little. (More details at www.u3.dk/5times)

Seminar leader Dr. Robert G. Cooper



"The professional content of the seminar is highly relevant and was elegantly presented by Robert Cooper - the content was interesting and he managed to hold the participants' attention. Especially all the good examples and case stories from 'the real world' were great!"
Bo Jürgensen, Head of Automotive Product Development, Bang & Olufsen, Denmark

International seminar

The seminars with Dr Cooper are held in English.

The participants come from 5-10 different European countries.

Innovation Management



The Seminar Leader

Dr Robert G. Cooper has been called “the quintessential scholar” in this field by the 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, e.g. 3M, ABB, AT&T, Carlsberg, Caterpillar, Dow Chemical, DuPont, Exxon Chemicals, HP, ITT, Kraft Foods, Kennametal-Hertel, LEGO, Lenzing, Pfizer, VISA and many others.

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.

"Mr Cooper has already been # 1 in NPD for years and makes excellent presentations. He always comes up with practical solutions."
Dr Mario G.R.T. de Cooker, Senior Technology Advisor, DSM, The Netherlands

"Excellent presentations of highly relevant topics. High-quality notes that help when implementing Lean principles 'back home'."
Björn Marcher, R& D Manager, Monarflex A/S (Icopal), Denmark

"Robert Cooper has a thorough understanding of his subject, excellent understanding of the business environment and can articulate clearly the concepts and detail of the topics covered"
Mark Swinburn, IPM Leader, Cadbury Schweppes, Australia

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.

Two ways to increase productivity



Lean is not just about removing waste. The goal is to increase productivity. You can do this by either increasing profit or by removing waste and reducing time.

The problem is that some of the things the product developers have done in the interest of saving time and removing waste have actually starved development and hurt profits.

Improving Your NPD Productivity

Although many companies have introduced a new product process (such as Stage-Gate®), they are still struggling to get the financial results they expected. Productivity – the profit achieved versus the costs and times to do projects – is far below what it should be. Projects continually 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 fail to achieve major profits.

Can you afford time-wasters?

With time-to-market so critical, can you really afford to have so many time-wasters in your system? And should you put projects on hold until they pass through a formal gate review? Is it possible to adjust your NPD process to accommodate different types of projects and even develop an XPress version – a faster, more scalable and flexible process? And what about the mix and types of projects – are they right, or are you doing too many smaller, insignificant projects... fast, but not very profitable?

Focus on Productivity Improvements!

The problem is that some of the things the product developers have done to save time and remove waste have actually hurt profits. The goal here is profitability, not just speed and waste reduction! But top performing companies focus on productivity improvements – they have discovered the secrets to lean, rapid and profitable product development, properly balancing the need for speed with profitability. That's the thrust of this seminar. Discover the secrets of the top performers and their best practices.

DAY 1

09:00 Registration, Light Breakfast

09:30 Start: understanding the Challenge and the Profit Potential

Executives face major challenges for bringing more new products to market with already stretched resources. Hear how some companies make it seem easy!

- The profit impact of new products and of speed to market
- Benchmarking new-product performance – how well are you doing?
- Seven reasons why new products fail
- The six major time wasters in NPD
- Open discussion on reasons for low productivity in our businesses

10:15 Refreshment Break

10:30 Overview of the Seven Principles of Lean, Rapid & Profitable New Product Development

Lean principles have been used in manufacturing for some time. But do they work in NPD? Based on extensive research by the speaker and others you will learn:

- The meaning of “NPD Productivity”
- How to apply Lean Manufacturing principles to NPD
- Warnings and limits to Lean
- The Seven Principles of Lean NPD

12:30 Lunch

13:30 Details of the Seven Principles of Lean NPD

What high-productivity businesses do to achieve excellent performance.

1. Principle: customer-focused strategy
 - Identifying and exploiting shifting competitive advantage
 - Understanding customer needs
 - Developing differentiated, superior products of compelling value

2. Principle: front-end loading
 - Doing the right up-front homework: how much is enough?
 - The integrated product definition
3. Principle: spiral development
 - Handling the dynamic information process
 - With fluid, changing information

14:45 Refreshment Break

15:00 More Details of the Seven Lean Principles

4. Principle: effective cross-functional teams
 - Holistic approach: achieving team accountability
 - Teams built for speed
5. Principle: focus & portfolio management
 - The right balance and mix in the portfolio
 - Adequately resourced project teams
6. Principle: performance metrics & continuous improvement
 - What to measure
 - Holding project teams accountable for success criteria
 - Continuous learning & improvement

16:30 Questions & Answers

17:00 End of Day 1

DAY 2

8:00 Light Breakfast

8:30 NexGen Stage-Gate® Idea-to-Launch Process

NPD processes tend to become bureaucratic over time. You will learn how to revitalise your process using the 7th lean principle of a flexible and adaptable process with minimum bureaucracy

- Customising NexGen Stage-Gate® for both large and small projects: Stage-Gate® XPress & Light
- Dealing with fluid information

10:45 Refreshment Break

11:00 Tips on Implementing NexGen Stage-Gate® in Your Business

- Discussion on how to diagnose and update your current idea-to-launch system

12:00 Lunch

13:00 Selecting Projects to Maximise Productivity – Portfolio Management

Picking the right projects is key to profitability. Resource management and go/kill decisions are vital to time reduction. We will look at both issues:

- Maximising portfolio productivity
- Scorecards and the productivity index for prioritisation
- Eliminating waiting time with fewer but more profitable projects

14:15 Refreshment Break

15:00 Implementation

- Measuring your current performance and defining improvement potential
- Doing value stream analysis
- Setting up an implementation plan

16:00 End of Conference – Beginning of Implementation!

Seminar-Workshop Format

This seminar uses a workshop or hands-on approach. It includes lecture and discussion sessions, question-and-answer periods, and illustrations by way of experiences and many practical examples from other companies. It provides you with the knowledge to return to your own business and begin implementation.

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.

