

Seminar on the essentials of ...

Innovation Strategy & Product Portfolio Management

How to maximise the returns of your new-product investments by:

- Developing a product innovation strategy for your company.
- Defining clear and meaningful goals for product innovation.
- Deciding where to invest and what areas to avoid.
- Developing and using new product and technology roadmaps.
- Optimising the use of your scarce resources by picking the most profitable projects.
- Achieving balance between high and low-risk, markets and technologies

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

The 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, 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'."
Bjørn 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.

Do you have an innovation Strategy?

Having a clearly articulated product innovation strategy is vital to the success of your new products. Senior Managers in "best-practice" companies recognize that greater success rates and bigger profits are achieved by applying a strategic approach to product innovation. Do you have a Product Innovation Strategy to guide your firm's new product efforts? Are you allocating your scarce and valuable product development resources to the right development projects? Do you have a product roadmap to help define which major projects to undertake? This seminar will put you on the path to "Mastering Profitable Innovation". You will learn:

- How to craft your business' product Innovation strategy
- How to define areas of strategic focus to better direct project selection decisions
- The development and use of product and technology roadmaps and strategic buckets to make R&D resource allocation decisions
- Best practices for evaluating and picking winning new product projects
- How to maximize the value of your development effort.

Proven methods

The seminar is based in part on the most recent American Productivity and Quality Center (APQC) study of the best practices of the top performing businesses in the U.S., as well as on Cooper's years of research and consulting with highly successful companies, such as Procter & Gamble, ITT Industries, Honeywell, ICI, DuPont, Exxon, GlaxoSmithKline, Guinness, Swarovski, Henkel, and others.

The seminar gets into the “how to's” of the practices, so you can implement them directly in your own business. The seminar is delivered by the world's leading specialist in product innovation and the developer of the Stage-Gate® new product system, now used around the world by most leading firms to drive new products to market.

Seminar-Workshop Format

This comprehensive 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 examples in other companies. It provides you with the knowledge and examples needed to return to your own business and begin implementation.



DAY 1

09:00 Arrival, Light Breakfast**09:30 Introduction by Jens Arleth, Innovation Management U3****09:45 Defining innovation strategy and the impact on performance**

Most businesses lack an effective and clearly articulated product innovation strategy. Yet this is one of the important common denominators of successful businesses. Learn what an innovation strategy is, and how it drives performance.

10:30 Team Exercise: Problems and issues on Strategy and Portfolio Management**11:00 Refreshment break****11:15 Crafting a product innovation strategy: Part I**

- Setting goals for your business'
- New Product Development efforts
- Assessing your strategic environment: peripheral vision, disruptive technologies and market trend analysis
- Core competency assessment
- Identifying strategic arenas
- Deciding on areas of strategic focus
- Your strategic map

12:30 Lunch**13:30 Crafting a product innovation strategy: Part I continued****14:30 Networking break****14:45 Team exercise: Developing a Strategy in Your Own Business****15:30 Crafting a product innovation strategy: Part II**

Deciding on strategic arenas is an important facet of strategy -it gives you focus, and defines your 'hunting grounds'. But determining how you will win in your chosen arenas is equally important, and an often-missed component of strategic development. Topics are:

- Deciding the best strategy to win in defined arenas
- Deciding your strategic positioning
- Developing attack plans

- Defining entry strategies
- Making key deployment decisions - resource allocation & strategic buckets
- Creating strategic product roadmap

16:45 Questions and Answers**17:00 End of Day 1**

DAY 2

8:00 Light Breakfast**8:30 A World-Class Development Process**

A high-quality development process is critical to success and a necessary prerequisite for effective portfolio management. You will get an overview of the process and its seven key elements.

09:00 Best Practices in Portfolio Management

Strategy becomes real when you start spending money. Portfolio Management is about where you wish to spend your R&D and development funds and resources. It's also about what development projects you wish to invest in, and what ones you should walk away from. We define the five goals of an effective portfolio management system including:

- Maximizing the value of your development portfolio
- Achieving balance in your portfolio
- Strategic alignment
- Sufficiency, and
- Dealing with resource constraints

10:00 Networking break**10:15 Team exercise: What's stopping us****10:45 Best Practices in Portfolio Management Continued****12:00 Lunch****13:00 Your Own Portfolio Management System**

This session translates best practices into a viable portfolio system for participants' own companies. Topics include:

- Strategic buckets for effective resource allocation
- Product roadmaps -a map of the future
- Getting the right balance & mix of development projects in your portfolio
- How to prioritize your development projects
- Making effective Go/Kill decisions at gates
- An integrated portfolio management system in your business

14:30 Networking break**14:45 Your Own Portfolio Management System continued****15:45 Final Questions and Answers****16:00 Seminar Ends – Implementation Begins!****Please note**

Breaks are taken at convenient to times throughout the day. Times are approximate, as the schedule is flexible to accommodate the needs of attendees.

The programme is subject to changes.

Who will attend?

- Executives and Senior Managers responsible for maximizing the returns of their innovation efforts
- Vice Presidents of R&D, Engineering, Manufacturing, Marketing, New Business Development, and Product Innovation
- Process Owners and Process Managers who play a significant role in making the new product development and portfolio management process work
- Directors and Managers