



## product development and introduction

best practice for accelerating and integrating NPD and NPI to successful market launch

### course overview

*This course supports the 'Product Management' course and deals with the practical planning and control issues that make this business process work. It is designed to ensure that people actively involved*

*in product management have a thorough understanding enabling them to design and manage the business filters for project selection; design and manage the stage/gate process and control product*

*introduction; and plan the resource requirements for each project and see the overall resource situation in the company.*



## *product development and introduction*

### best practice for accelerating and integrating NPD and NPI to successful market launch

*This workshop-style course includes the design and use of filters leading to a new product master schedule; stage/gate planning and management in practice and the supporting management tools; team-based project management (TBPM); managing innovation for customer needs, resource planning, and execution.*

### *objectives and benefits*

The best companies select the best projects to work on, plan and control them to on-time success maximizing the use of key skills and competencies, and formally review the expected business results. From this course, attendees will be able to:

- Understand the concept of the opportunity funnel and use it to ensure sufficient new product in the pipeline to sustain and grow the business.
- Design and use the business filter criteria for prioritizing and selecting product proposals to make up the desired portfolio.
- Design and establish the new product master schedule as the planned master list of new product activity.
- Design and manage projects using stage and gate processes to report and review project performance.
- Establish detailed resource planning processes using the stage and gate process to understand the needs of each project and the aggregate needs across the business to successfully manage the planned product portfolio.
- Understand detailed project planning tools and how best they are used in product development and introduction.
- Use team-based approaches to dramatically shorten the time to market and improve right-first-time developments.
- Understand and use tools and techniques for improving design and development quality and to develop knowledge-based processes.
- Ensure that everyone in the launch cycle is prepared and ready to launch on time with the shortest time to profit.
- Design and use detailed measures to control projects to sustainable business yields.

who will  
benefit from  
this course

*This course will equip all people in this vital process with the knowledge, tools and techniques for successful portfolio management and delivery of products and services into the market. It is the practical workshop that supports the Oliver Wight 'Product Management' course. It should be attended by those designing the supporting processes for the corporate Product Management Reviews and particularly by those setting up, planning, managing or taking part in product-related projects.*



## course content

In a very hands-on style, this course looks at the practical processes and techniques for successful project selection, development, launch and introduction.

### Attendees of this course will learn:

- Good design of business filters and their use in selecting the best planned product portfolio, and how to design and manage the new product master schedule to control and manage approved projects.
- How to design, implement and manage the stage/gate project control system for their business including developing fast-track processes adaptating the technique for large and complex programs.
- The project management techniques that support the stage/gate process including milestone planning, activity charting, and responsibility charts as well as the more conventional Gantt and Pert charts and where they are best used.
- Team-Based Project Management (TBPM), and the four-field approach as the basis for moving to concurrent engineering within the concepts of stage/gate.
- How to stimulate innovation and ideas and how to select the best for further exploitation.
- How to listen to the voice of the customer and consumer using such tools as Quality Function Deployment (QFD).
- The tools for ensuring that product quality is designed in and that a right-first-time design process is achieved including DFM, DFO, DFC, etc., FMEA and PODM technology, and how imaginatively the latest computer-based design tools can be exploited.
- Detailed resource planning for the project and in aggregate and the use of templates and synthetics to reduce the administration of detailed planning and the development of key resources for the future.
- Pre- and post-launch activity and the use of integrated plans and checklists for successful launch.
- The key behaviors to make matrix management work in this complex yet vital company process.

## other courses

For the complete schedule of courses please call, email, or visit:

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- [www.oliverwight-americas.com](http://www.oliverwight-americas.com)

## *the journey to business excellence*

Oliver Wight are leading business improvement specialists who educate, coach and mentor people to lead and sustain change on the journey to business excellence and outstanding business performance. Oliver Wight is a worldwide consultancy with offices throughout Europe, in North and South America and the Asia/Pacific region.

*At the leading edge of management thinking and practice, our unique Integrated Business Management process and Integrated Business Model lies at the heart of client journeys to business excellence. This model addresses all aspects of company planning and execution from the boardroom to working levels in manufacturing and service sectors. It provides one common agenda for your company with one set of numbers and one set of priorities. It links diverse processes in managing the extended supply chain, product and customer portfolios, customer demand, and strategic planning into one seamless management process.*

*The renowned 'Proven Path' process for change management lies at the heart of our approach to 'Integrated Change Management.' This integrates your strategic journey to excellence through major project management to everyday improvement programs ensuring they are visible and contribute to company goals. This process promotes sustainable change through line ownership for successful ongoing management, accelerating management processes and controlling waste and variability.*

*Your implementation is supported by our practical experience and knowledge through facilitation, coaching and education backed by our unique Class A Checklist, the longest-established business excellence assessment tool.*



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