



product management

best-practice product portfolio management in the integrated business environment

course overview

In our consumer-driven society, all manufacturing and service industry sectors face the shortening of product life cycles and the need for a greater variety of offerings to the marketplace. This interactive course is vital for managers at all

levels who are involved in product management. It enables them to see product portfolio management as part of the integrated business; shows them how to make the right choices of product to develop and introduce; describes the

latest management techniques to control projects to successful sales volume; and explains how to achieve successful detailed planning painlessly.



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This course covers the topics of product portfolio and life-cycle management; the use of filtering to establish control at the business level; how stage/gate principles are used in practice to deliver successful products on time; and an overview of the supporting planning processes. It particularly describes the business processes of product management as a critical element of the Oliver Wight Integrated Business Management (S&OP) process.

objectives and benefits

The front-running companies introduce two to three times the number of new products and services in about half the lead time of the average in their sector.

At the end of this course, attendees will be able to:

- Design, implement and manage the processes to support a professional and routine Product Management Review as part of a corporate Integrated Business Management process.
- Understand the implications of shortening product life cycles, how they may be extended, and how to plan the product portfolio to meet the business plans.
- Assess product proposals using business filters on a common basis to determine the shape and mix of the desired portfolio and select the best proposals to make up the development and introduction portfolio.
- Establish and maintain a new product master schedule as a managed plan with supporting aggregate and project resource plans.
- Design and introduce a stage and gate management process to control each product project and to ensure that regular business reviews are undertaken to meet overall business objectives.
- Understand how detailed resource plans can be easily derived from the stage and gate process especially in team-based project situations.
- Be able to conduct risk analysis and understand the benefits and costs of proposed contingency plans.
- Measure projects and management processes and use proven tools and techniques to drive continuous improvement in lead times and in product success rates, and to see quickly the business health of the portfolio on an ongoing basis.

who will
benefit from
this course

This course provides a benchmark foundation for product and brand directors and managers, for marketing managers and those engaged in life-cycle planning and portfolio management, and for those engaged in product or service development introduction and launch. It particularly supports those companies introducing Integrated Business Management and is the forum leading to a process design workshop for those leading, designing, and taking part in the regular Product Management Review.



course content

The course contains the latest practices used by companies for whom the management of products and their life cycles, and the introduction of new products, is vital.

Attendees of this course will learn:

- How to assess the maturity of their business and, in particular, the processes for managing products using the unique Oliver Wight Maturity Map.
- How to determine the needs of the business in total and the role of new products and services in bridging the gap from current performance to planned.
- The impact of product life cycles, which are rapidly reducing in every business sector, on the business and how to ensure sufficient new product to sustain and grow the business together with the choices and implications of portfolio shape and mix.
- The use of business filtering to stimulate enough innovation and product proposals, to prioritize and select the best portfolio plan, and the role of the new product master schedule in establishing one agenda and one clear set of priorities through all the product development and introduction processes.
- The stage/gate model and how it is used to manage and control product-based projects and ensure that planned business results are met.
- How to use risk analysis at all stages of a project to assess risks and to put contingency plans in place.
- How to understand the project and aggregate resource and competence requirements of the planned portfolio.
- The importance of measuring to manage and control products and portfolios.
- How to design, lead and prepare for a successful and regular Product Management Review as a part of the corporate Integrated Business Management process.
- The vital role of people, especially new roles such as the product manager, project gatekeepers, and the new product coordinator.

other courses

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

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- 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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