



Strategy 2 Market, Inc.  
1-Day PDMA NPDP Certification Preparation Course Review

**Agenda**

- |               |   |
|---------------|---|
| 8:00 – 8:30   | Registration<br>Breakfast<br>Networking   |
| 8:30 – 9:30   | New Product Development Strategy <ul style="list-style-type: none"><li>- Mission, Vision, Values</li><li>- Business Strategy</li><li>- Innovation Strategy, including frameworks and best practices</li><li>- Product Innovation Charter</li></ul>        |
| 9:30 – 10:15  | Portfolio Management <ul style="list-style-type: none"><li>- What is Portfolio Management</li><li>- Senior Management Role</li><li>- Goals of Portfolio Management</li><li>- Integration Issues</li></ul>   |
| 10:15 – 10:30 | Break   |
| 10:30 – 12:00 | New Products Process <ul style="list-style-type: none"><li>- Definitions</li><li>- Stage-Gate / Phase Review Process</li><li>- Differences and similarities of product and service processes</li><li>- Decision-making</li><li>- Process Owners</li></ul> |
| 12:00 – 1:00  | Lunch   |

- 1:00 – 1:45      Marketing Research
- What is Marketing Research
  - Voice of the Customer
  - Secondary Research
  - Primary Research
  - Exploratory Research
  - Confirmatory Research
- 1:45 - 2:30      Tools and Metrics
- Tools
    - o Portfolio Management
    - o Financial Analysis / Forecasting
    - o Idea Generation
    - o Quality
    - o Engineering Design / Technical
    - o Project Management
    - o Market Research / Marketing
  - Metrics
    - o Fundamentals
    - o Measuring Success
- 2:30 – 2:45      Break
- 2:45 – 3:45      Teams, People and Organizational Issues
- Definitions
  - Project Team Organizations
  - Team Culture and Process
  - Building and Managing a New Product Team
    - o Roles in New Product Development
  - Organization Issues in Supporting Teams
    - o Senior Management Roles
    - o Cross-Functional Interfaces
    - o Factors Affecting Multi-Functional Team Effectiveness
- 3:45 – 4:00      Q&A and Wrap-up
- 4:00 – 4:30      Post-seminar New Product Development Test