



Strategy 2 Market, Inc.
PDMA Certification Preparation Course Review

Agenda

Day 1

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| 8:30 – 9:00 | Registration / Breakfast / Networking |
| 9:00 – 9:30 | Introduction / Review Objectives |
| 9:30 – 12:00 | <p>New Product Development Strategy – Business, product, market and platform strategies must be linked and self-reinforcing to be effective</p> <ul style="list-style-type: none">- Business Strategy, including types and examples- Core Strategic Vision- Product Strategy<ul style="list-style-type: none">o Developing Product, Market, Technology and Platform Strategieso Types and Examples of Strategieso Types and Examples of Innovationo Roadmaps- Product Innovation Charter- Case Study |
| 12:00 – 1:00 | Lunch / Networking |
| 1:00 – 2:30 | <p>Portfolio Management – A formal process for evaluating and selecting the appropriate NPD projects ensures execution of the intended strategies</p> <ul style="list-style-type: none">- What is Portfolio Management?- Types of projects in a Portfolio- Senior Management Role- Goals of Portfolio Management- Models/Tools for Portfolio Management |

- Integration Issues with the NPD Process
- Case Study

2:30 – 2:45 Refreshment Break

2:45 – 4:45 New Products Process– A formal process with specific activities and checkpoints ensures that new product development projects are carried out properly and increases probability of new product development success

- Definitions
- Stage-Gate
- Phase Review Process
- Decision-making
- Process Owners

4:45 – 5:00 Wrap-up

Day 2

8:30 – 9:00 Breakfast / Networking

9:00 – 11:30 Marketing Research– Gathering and evaluating effective market/customer/competitor information is key to identifying and creating successful new products that meet an important, unsatisfied customer need

- Tools, including use, pros, cons
 - o Secondary research
 - o Focus Groups
 - o Customer Visits
 - o Voice of the Customer
 - o Kano Analysis
 - o Segmentation
 - o Perceptual Maps
 - o Traditional Concept Testing
 - o Conjoint Analysis
 - o Market Modeling
 - o Product Use Testing
 - o Market Testing
- Case Study

11:30 – 12:30 Lunch / Networking

- 12:30 – 2:30 Tools and Metrics – Tools help your NPD teams carry out NPD activities efficiently and effectively; metrics monitor key parts of your process to help you identify problems and fine-tune your process
- 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 Refreshment Break
- 2:45 – 4:15 Teams, People and Organizational Issues – Having the right organizational and team structure that supports the NPD process is crucial to success
- 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
- 4:15 – 4:45 Post-seminar New Product Development Test
- 4:45 – 5:00 Wrap-up