



Strategy 2 Market, Inc.
Online Crash Course in New Product Development
Professional (NPDP) Certification

Courses are held online in two half-day (4-hour) sessions to reduce the participant's investment in time and money. The course is limited to 12 participants to maximize the learning experience.

To participate, the student will need a PC or Mac with an internet connection and a telephone. The participant will need to download and install the free gotomeeting software. System requirements for the software include*:

For PC:

- Internet Explorer® 6.0 or newer, Mozilla® Firefox® 2.0 or newer (JavaScript™ and Java™ enabled)
- Windows® 2000, XP, 2003 Server or Vista
- Cable modem, DSL or better Internet connection
- Minimum of Pentium® class 1 GHz CPU with 512 MB of RAM (recommended)(2 GB of RAM for Windows® Vista)

For Mac:

- Safari™ 3 or newer, Firefox® 2 or newer (JavaScript™ and Java™ enabled)
- Mac OS® X 10.4 (Tiger) or newer
- PowerPC G4/G5 or Intel processor (512 MB of RAM or better recommended)
- Cable modem, DSL, or better Internet connection

* Please check current minimum system requirements at gotomeeting.com in case there have been recent updates.

The participant is responsible for long distance charges to dial into the conference call. Participants wishing to connect to audio using VoIP will need a fast Internet connection, a microphone and speakers (a USB headset is recommended).

Each participant will receive the following materials:

- Official, licensed PDMA Certification Review Workbook
- NPDP Preparation Review Personal Preparation Plan
- Individual Study Plan
- Post-seminar New Product Development test

(Times below are Central Time.)

Agenda

Day 1

12:00 – 12:15	Sign-in Introduction Review Objectives
12:15 – 1:15	New Product Development Strategy <ul style="list-style-type: none">- Mission, Vision, Values- Business Strategy- Innovation Strategy, including frameworks and best practices- Product Innovation Charter
1:15 – 2:15	Portfolio Management <ul style="list-style-type: none">- What is Portfolio Management- Senior Management Role- Goals of Portfolio Management- Integration Issues
2:15 – 2:30	Break
2:30 – 3:30	Marketing Research <ul style="list-style-type: none">- What is Marketing Research- Voice of the Customer- Secondary Research- Primary Research- Exploratory Research- Confirmatory Research
3:30 – 3:45	Q & A

Day 2

- 12:00 – 1:00 New Products Process
- Definitions
 - Stage-Gate / Phase Review Process
 - Differences and similarities of product and service processes
 - Decision-making
 - Process Owners
- 1:00 – 1:45 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
- 1:45 – 2:00 Break
- 2:00 – 3:00 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
- 3:00 – 3:15 Q&A and Wrap-up
- 3:15 – 4:00 Post-seminar New Product Development Test