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CUSTOM SEMINAR DELIVERED
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About the Seminar Leader:

Preston Smith, Ph.D., CMC, who helps companies discover ways to bring new products to market faster, has led more than 100 seminars worldwide on compressing product development cycle time. For more than 20 years he gained industrial experience in mechanical and systems engineering, project management, and technology management at Bell Laboratories, IBM, General Motors Corp., and several other companies. He is co-author of *Developing Products in Half the Time: New Rules, New Tools*, which has sold more than 65,000 copies and has been translated into four other languages.

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Applying the Tools of Accelerated 21st Century Product Development: Working at the Speed of the Internet

Learn how to keep your products fresh – and innovate faster than the competition – as markets and technologies change.

What You Can Expect From This Seminar

Are your products getting stale because your competitors innovate faster? Has the marketplace shifted its attention to a new technology or style – and left your products in the dust? The need for speed and agility in product development has never been greater as faster companies eclipse slower ones. But when you're moving faster, more things can go wrong. Do you know how to identify and manage project risk? Succeed with dispersed product development teams? Apply incremental innovation to your products? This workshop, based on the landmark book *Developing Products in Half the Time*, reveals the most powerful tools of rapid product development, their strengths and limitations, and how companies are applying these tools. Rapid product development doesn't mean skipping steps; it means establishing these tools in your organization so you can move faster and more effectively than your competitors. This workshop shows you how. **(FREE BOOK! *Developing Products in Half the Time*, by Preston Smith.)**

– Preston Smith, Ph.D., CMC, Seminar Leader

Workshop Content

DAY 1 AM

- Where speed fits/doesn't fit
- Balancing speed with project goals
- Cost of delay
- Exercise: working with the cost of delay
- The fuzzy front end of development
 - Opportunities to move faster
 - Tools to accelerate the fuzzy front end
- Applying incremental innovation to avoid the “megaproject”
 - Escalating impact of complexity
 - Letting customers tell you when the product is good enough
- Aligning product architecture for speed
 - Modular architectures
 - Product architecture to control risk
- Exercise: applying incremental innovation/architecture to your products

DAY 1 PM

- Focusing product definition on customers
 - Writing product specifications quickly
 - Cross-functional balance/buy-in
 - Managing creeping elegance
- Staffing product development teams
 - Choosing effective team leaders
 - Overcoming team fragmentation

DAY 1 PM *continued*

- Myth of the specialist

DAY 2 AM

- Organizing teams for rapid execution
 - Empowering teams for action
 - Selecting your organizational form
 - Team co-location; making it happen
- Exercise: identifying/overcoming critical weaknesses in your teams
- Designing heavily overlapped development processes
 - Applying partial information/triggers
- Exercise: streamlining development
- Aligning management control systems for agility

DAY 2 PM

- Managing project overload
- Exercise: discovering the fully loaded project
- Managing project risk to avoid late surprises
 - Using risk maps to manage projects
- Accelerating organizational change
 - The “breakthrough strategy” approach
 - Keys to continuous improvement
- Exercise: creating your action plan

Who Should Attend

R&D engineers, marketing and manufacturing professionals, managers charged with developing new products, and cross-functional teams.

How To Get the Most From This Workshop

Come with a new product development project in mind to pilot these techniques.