

Beyond Stage-Gate®

Combine the benefits of Agile development with your Stage-Gate idea-to-launch system

May 4 – 5, 2017
FRANKFURT / DARMSTADT [D]



Top Management Seminar with Professor Robert G. Cooper

Dr. Robert G. Cooper is one of the world's leading authorities in the field of innovation, technology and new product development.

Do you face these challenges?

- Your traditional idea-to-launch new-product system seems slow, cumbersome, out-of-date and unable to deal with today's fast-paced and competitive world.
- You want your gating system to be faster, more agile and flexible, more adaptive and more responsive to changing customer requirements.
- You've heard about Agile development for software products, but wonder how you can make it work for physical or manufactured new products.
- You hope to make your innovation process leaner and accelerated – get rid of the unneeded work and bureaucracy, make it more productive.
- You want to see what leading firms are doing to deal with today's realities – how they are driving products to market faster and better – what's the latest thinking here?
- You lack focus, and this slows you down – too many development projects in your pipeline. You want to do fewer projects, but better higher-value projects... but how?

If so, this seminar is right for you!



five IS innovation
management

THE ISSUES

- **Understand why and how leading firms are moving beyond their traditional Stage-Gate systems** - making their processes more adaptive and flexible, more agile and responsive to customers, leaner and more productive, also accelerated, faster to market. And they are getting superb performance results.
- **Build Agile project management into your idea-to-launch gating system.** Classic project management is fine for stable, predictable environments. But innovation projects often face quite uncertain and unstable environments. Learn how Agile project management methods meet the requirements of ever moving project targets and needed strategic pivots.
- **Get the project right by building in experimentation and iterations [scrums and time-boxed sprints].** Sometimes no amount of pre-development work, such as technical assessment or voice-of customer efforts, can get all the answers before Development begins. Agile-Stage-Gate helps the product and project evolve and gain definition as Development proceeds. And constant customer feedback via iterations ensures the product is right.
- **Integrate Agile project management with Stage-Gate for physical or manufactured new products.** Some principles of Agile and Stage-Gate may seem to conflict (for example, pre-planning versus planning-on-the-fly), thus an integrated Agile-Stage-Gate hybrid system is needed. Learn how to modify both models to yield an effective system, and also about changes needed to handle physical products.
- **See how to pick the best development projects for maximum productivity and focus.** Learn about newer techniques - profiling, success criteria and expected commercial value - that work better for more innovative and ambiguous projects than do traditional financial tools for project selection. Learn about effective but lean gates.
- **Accelerate your projects to market, without giving up integrity of work.** Lean down your process by using value stream analysis. Practice concurrency - when it's OK to overlap tasks and even stages. Resource your projects properly. And use IT to improve project productivity.

THE SEMINAR LEADER

Dr. Robert G. Cooper is one of the most influential innovation thought leaders in the business world today. He pioneered the original research that led to many groundbreaking discoveries including the Stage-Gate® Idea-to-Launch process. He has published more than 120 academic articles and seven books, including the best selling 'Winning at New Products'.

Cooper is President of the Product Development Institute Inc., ISBM Distinguished Research Fellow at Pennsylvania State University's Smeal College of Business Administration, USA, and Professor Emeritus, DeGroote School of Business, McMaster University, Hamilton, Ontario, Canada.

Many companies in North America, Europe, and Asia have introduced his methods, e.g. 3M, BASF, BSH, Carlsberg, Caterpillar, D. Swarovski, DuPont, Exxon Chemicals, Henkel, Hewlett Packard, Kraft Foods, Manner, Microsoft, Lego, Voith Paper, Pfizer, Procter & Gamble, Siemens, VISA and many others.

Cooper's seminars regularly receive top ratings:
"Inspiring, profound, captivating, practical and effective!"



Dr. Robert G. Cooper

THE PARTICIPANTS

The seminar is designed for executives and senior managers and innovation managers of manufacturing businesses who are responsible for maximizing the returns on their innovation efforts in the fields of Innovation, Business Development, R&D, New Products, Marketing and Operations Management.

THE SEMINAR

A compelling two-day seminar which draws on the wealth of experience Cooper possesses from working with the world's leading firms in product development:

- interactive lecture & discussion sessions, including lots of question-and-answer opportunities
- numerous case studies, illustrations, and practical examples from other companies
- templates, guidelines and checklists

UPDATE YOUR IDEA-TO-LAUNCH SYSTEM: MAKE IT AGILE, ACCELERATED AND ADAPTIVE

Thursday, May 4, 2017

- 08:30 Registration and Coffee
- 09:00 Why Stage-Gate and Why Look Beyond – Are Current Idea-to-Launch Methods Obsolete?
- Too linear, too rigid, and too planned to handle more dynamic projects; does not encourage experimentation
 - OK for small projects, not for “breakthrough new products” – does not promote innovation
 - Gates are too structured, too financially based – they kill the good projects
- 11:00 Making Your Gating System Adaptive and Flexible
- Context based – one size does not fit all projects
 - Idea-to-launch systems for technology and platform projects
 - Spiral development, iterations, protocepts, strategic pivots and the MVP (minimum viable product)
 - Your customized project canvas – the risk-based contingency model
- 12:30 Networking Lunch
- 13:30 Using Agile Development for Manufactured Products
- Borrowing Agile from Software IT Development – the Agile Manifesto and Agile Principles
 - Different applications – projects within a stable environment versus projects with uncertainty and highly dynamic environments
 - What Agile Project Management is and what it is not: time-boxed sprints, scrums, iterations, etc. with dedicated cross functional teams, etc.
 - How Agile can be adapted to handle manufactured products
 - Results from industry, examples and illustrations of how to make this „new system“ work
- 16:00 Parallel Experience Workshops (Attendees’ Choice of Stream)
- Innovation Project Canvas: how to improve and speed up the idea-to-project process OR
 - Design Thinking: how to work user centered and iterative
- 17:30 Wrap Up and End of Day 1
- This evening, Five Is invites all participants to a networking reception and dinner.

INTEGRATE AGILE PROJECT MANAGEMENT INTO YOUR IDEA-TO-LAUNCH GATING SYSTEM

Friday, May 5, 2017

- 08:15 Coffee
- 08:30 How to Integrate Agile Project Management into an Idea-to-Launch Gating System
- The details: backlogs, burndown charts, planning meetings, the schedule or plan, „definition of done“, sprint reviews
 - Modifications needed to make Agile work with gating systems for manufactured products – get the best of both worlds
 - Why Agile-Stage-Gate works – results you should expect, with examples and illustrations
 - Challenges in making it work and solutions – [FAQs] frequently asked questions
- 11:00 Picking the Right Projects – Adopting an Agile Approach to Gates
- Lean gates with teeth – getting focus in your development pipeline
 - Picking the right projects – the best tools to use for uncertain and risky projects
 - Profiling methods (scorecards) and risk-based methods for project selection
 - Committing the resources at gates
- 12:00 Networking Lunch
- 13:00 Accelerated and Faster to Market
- A leaner system, getting rid of bureaucracy – using Lean Principles and value stream analysis
 - Concurrency – when to overlap stages and tasks
 - Resourcing projects properly
 - IT support for projects
- 14:45 Merging Agile and Stage-Gate – The Cultural Impact
- Fostering an innovative climate that supports both Agile and a Gating System
 - Change management and bringing about the right climate and culture – experience the Culture Café
- 16:15 Next Steps for You – Making It Work in Your Own Company
- 16:30 Highlights of the Seminar – The Main Take-Aways
- 16:45 End of Seminar – Beginning of Implementation

PLEASE NOTE
THE SEMINAR WILL BE HELD IN ENGLISH

ORGANIZER

five is innovation consulting

As leading European experts for innovation and growth, we support our customers in

- finding the right search fields for innovation,
- generating great ideas for new products, services and businesses,
- improving their innovation system through state-of-the art Stage-Gate® principles and portfolio management,
- leveraging their innovation projects with Voice-of-Customer research, market intelligence, business case development and project management.
- developing and strengthening their innovation culture

don't wait - innovate.

www.five-is.com



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TOP RATED SEMINAR

This event was very important for our company as well as for me personally. Cooper's best practice advice helps us tremendously to further improve our innovation management and innovation controlling. The seminar is the best I could possibly recommend!

Dr. Jens Wieboldt, Director R&D, PolymerLatex GmbH

Bob Cooper's seminar was an extremely valuable experience! Most of the success factors have been known before and some of the presented methods too. But the way in which Cooper addresses the core issues led to a significantly higher learning effect than in most other seminars.

Dr. Stefan Hierl, in his role as Head of Corporate Innovation Management, Schaeffler KG (currently: Professor at Technical University of Applied Sciences, Regensburg)

Bob Cooper is an excellent speaker and teacher. The seminar was exciting and inspiring as well as pragmatic and goal-oriented. The content has exactly met our needs, and we can immediately incorporate it into our company's innovation practices.

Dipl.-Ing. Ulrich Begemann, Vice President New Technologies, Voith GmbH

DATE

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VENUE & ACCOMMODATION

Hotel Jagdschloss Kranichstein

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Rooms can be reserved at special rates. These rates are guaranteed until April 13, 2017. Please mention the code "COOPER SEMINAR".



PRICE

€ 2.050,- (excl. MwSt).

The price includes the seminar documentation binder, lunch and refreshments.

If more than one person registers from the same company we offer a discount of 10% for the second and every additional attendee.

Early-Bird Discount: for registrations until January 31, 2017 we offer a discount of € 100,-.

All participants are invited to join the networking reception and dinner on Thursday evening.

REGISTRATION

Please use the online registration form at

www.five-is.com/training/themen

e-mail: info@five-is.com

After your registration you will receive a formal confirmation and the invoice. As the number of participants is limited, we consider applications on a first come first served basis. In case of a sold out seminar we will inform you immediately.

For cancellations until April 8, 2017 we shall charge an administration fee of 10%. No refunds will be made for cancellations after April 8, 2017. You are always welcome to send a colleague to the seminar in case you are unable to come.