

# Winning at New Products

Creating value through innovation

October 15 – 16, 2019  
DARMSTADT (D)

Based on the seminar leader's best-selling book



## 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 and creator of the famous Stage-Gate system.

## Do you face these challenges?

- Do you want to dramatically improve your new-product performance – better profits and higher impact from new products?
- Do too many of your new-product projects under-perform – fail to reach their sales and profit targets?
- Are you missing some of the key success drivers in the way you do new product development? Do you wonder what they are?
- Does your new-product idea-to-launch or gating system seem broken – too much bureaucracy, too cumbersome, too slow?
- You've heard about Agile methods in the software world, but do they work for manufactured or physical products? If so, how?
- Do small development projects dominate your pipeline and consume most of your resources, leaving your important projects starved?
- Do you lack a solid product innovation strategy for your business – no clear objectives and an uncertain direction?
- Does your business's climate, culture and leadership really foster innovation? Or is it lacking the right spirit... and what can you do to improve your innovation climate?

If so, then this seminar-workshop is right for you!



five IS innovation  
management

## THE ISSUES

- **Most businesses have ambitious new-product objectives.** But often they fall short of implementation. And too many projects fail to achieve their sales and profit targets or have little impact on the business. There are consistent and proven ways to dramatically improve performance – do you know what the seven most important success drivers are in product innovation?
- **See how a world class idea-to-launch system can and should work...** the fifth generation process. Yes, most businesses have a gating system in place, but it's either obsolete or too heavy with bureaucracy, and really doesn't help get new products to market. How can your Stage-Gate process be agile, accelerated, and adaptive? And what have the best companies done here to modernize their new product systems?
- **Agile methods work well in the software world.** Now leading physical-product firms are implementing Agile as part of their gating systems. See how and with what results. And what about the many challenges in moving to an Agile-Stage-Gate system – what are the solutions here?
- **Having a bold innovation strategy pays off!** Many firms suffer from unclear new-product objectives and uncertain target arenas, so they march in the wrong direction – they're focused on strategic arenas that won't be the engines of growth for the next decade. See what a robust product innovation strategy consists of, and how to develop one.
- **Effective portfolio management is one of the vital keys to success in product innovation** – in short, making the right investment decisions. Often having too many projects underway, or the wrong projects, is the root cause of underperformance. But there are proven ways to achieve the right focus, pick the right projects for development, and optimize your development portfolio. Do you employ these methods?
- **Having the right climate and culture for innovation in your business is the strongest common denominator among successful innovation companies.** But what does have the right climate and culture mean? And how can it be changed in your business? And what is the role of the business leadership team here?

## 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 ground-breaking discoveries including the Stage-Gate® Idea-to-Launch process. He has published more than 120 academic articles and 11 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, such as: 3M, BASF, Bayer, BSH, Carlsberg, Caterpillar, Dow Chemical, DuPont, Evonik, Exxon Chemicals, Henkel, Hewlett Packard, Honeywell, Kraft Foods, Manner, Microsoft, LEGO Group, Pfizer, Procter & Gamble, Siemens, Tetra Pak, VISA, Voith Paper, Volvo Construction, 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 as well as innovation managers of manufacturing businesses who are responsible for maximizing the returns on their innovation efforts in the fields of Business Development, R&D, Product Management, Marketing and Operations Management.

## THE SEMINAR

A compelling two-day seminar which conveys the essence of the latest edition of "Winning at New Products" as well as background information, drawing 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

## SUCCESS DRIVERS AND FIFTH GENERATION STAGE-GATE

Tuesday, October 15, 2019

- 09:00 Introductions, Purpose & Outline
- 09:30 The Product Innovation Challenge
- The impact of new products on the company
  - Benchmarking other firms' results – the “best” versus the rest
  - Why it is so difficult to succeed again and again
- 11:00 Why New Products Succeed: The Seven Most Important Drivers of Success!
- What do the best firms do differently
  - What distinguishes really successful new-product projects from the rest
  - What are the really important common denominators of new-product success
  - How to make these “success drivers” happen in your company
  - With lots of examples and illustrations to guide you
- 12:30 Networking Lunch
- 13:30 A World Class Idea-to-Launch System: Fifth Generation Stage-Gate®
- What the best new-product systems look like, and how they work
  - Really making your system work efficiently & effectively
  - Leaning down the system – making it more productive
  - Making it more adaptive – spiral development
  - Modernizing your idea-to-launch process – the next generation system
- 15:30 The Innovation Project Canvas
- A new tool to accelerate early-stage work
  - An enabler for Agile project management
- 16:15 Merging Agile with Stage-Gate: the Best of Both Worlds
- Borrowing Agile methods from software development
  - Applying Agile methods – sprints, scrums, retrospects, backlogs and burndown charts – within your Stage-Gate system for physical new products
  - Results achieved for manufacturing firms
- 17:30 Wrap Up of Day 1
- This evening, Five Is invites all participants to a networking reception and dinner.

## AGILE INNOVATION, INNOVATION STRATEGY AND CLIMATE AND CULTURE

Wednesday, October 16, 2019

- 08:30 Making Agile-Stage-Gate Work in Your Business
- Dealing with some common implementation challenges
  - Getting management buy-in
  - Evolving product definitions versus design freezes
  - Scaling up and global development teams
  - Finding the needed resources for dedicated teams
  - How to implement the new process – next steps
- 10:30 Your Business's Innovation Strategy
- What a good innovation strategy looks like
  - Setting goals & objectives for product innovation
  - Deciding where to focus – strategic arenas
  - Attack plans
- 12:00 Networking Lunch
- 13:00 Portfolio Management: Getting the Right Mix & Balance of Projects and Picking the Winners
- Effective project selection – various best-practice methods, including profiling, scorecards, and the productivity index
  - Getting the gates working right
  - Using strategic buckets to get the right mix & balance of projects
- 15:00 Creating the Right Climate & Culture for Innovation in Your Business
- Fostering an innovative climate
  - Making the time & resources available to people to be creative
  - Rewards and recognition
  - The right leadership
- 15:30 Work on the Right Mindset for Innovation
- 16:15 Next Steps for You – Making It Work in Your Own Company
- 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 Generation 5 Stage-Gate® principles and portfolio management,
- leveraging their innovation projects with design thinking and voice-of-customer research, business case development, and agile project management.
- developing and strengthening their innovation culture

don't wait - innovate.

[www.five-is.com](http://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

For anybody who is responsible for innovation it is a crucial experience to understand how Bob Cooper thinks about R&D and innovation management. He has the big picture! And he shares his rich and deep experience – also regarding important details. If you haven't yet, I can only recommend to participate in one of his seminars.

Dr. Christoph Irle, VP Global Innovation and Synthesis Isocyanates,  
Covestro Deutschland AG

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

October 15 – 16, 2019

On Thursday evening, five is invites all participants to a networking reception and dinner.

## VENUE & ACCOMMODATION

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Rooms can be reserved at special rates. These rates are guaranteed until September 2, 2019. 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 May 31, 2019 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](http://www.five-is.com/training/themen)

e-mail: [info@five-is.com](mailto: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 September 13, 2019 we shall charge an administration fee of 10%. No refunds will be made for cancellations after September 13, 2019. You are always welcome to send a colleague to the seminar in case you are unable to come.