

# Winning at New Products

Agile, Adaptive, Accelerated

October 13 – 14, 2020  
DARMSTADT [D]

Based on  
the best-  
selling book!

Including  
processes and  
practices for  
your Digital  
Transformation



## 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?

- Digital transformation forces you into bold, ambiguous projects with both a hardware and software component. You struggle with managing these complex projects and getting them done on time.
- Your new-product idea-to-launch or gating system seem broken – too much bureaucracy, too cumbersome, too slow, not flexible enough, and not Agile.
- Small development projects dominate your pipeline and consume most of your resources, leaving your important projects starved.
- You lack a solid product innovation strategy for your business – no clear objectives and an uncertain direction ... critical in today's fast-paced digital world.
- Your business's climate, culture and leadership don't foster innovation? And we lack the right spirit mindset for innovation.

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 the business falls short. 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 Stage-Gate system can and should work... the fifth-generation process. Yes, most businesses have a gating system in place, but it's either obsolete, too heavy with bureaucracy, and not very agile. How can your Stage-Gate process be accelerated, and made agile 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 existing Stage-Gate systems. See how and with what results, and see how this Agile-Stage-Gate model works for hardware/software digital products and technology platform developments. And how does one solve the challenges in moving to an Agile-Stage-Gate system?
- 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. Having a clear innovation strategy is even more critical in this age of digital transformation. See what a robust product innovation strategy consists of, and how to develop one.
- Effective project portfolio management is one of the vital keys to success in product innovation – making the right R&D 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 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, FIFTH GENERATION STAGE-GATE AND AGILE-STAGE-GATE

Tuesday, October 13, 2020

- 09:00 Introductions, Purpose & Outline
- 09:30 Innovation Challenges & Why New Products Succeed
- Winners versus losers – what do the best firms do differently?
  - What are the really important common denominators of new-product success?
- 11:15 Fifth Generation Stage-Gate® – Adaptive, Flexible, Accelerated
- 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 5th generation system
- 12:45 Networking Lunch
- 13:45 Merging Agile with Stage-Gate: The Best of Both Worlds
- Borrowing Agile methods from software development for hardware/software development projects
  - Applying Agile methods – sprints, scrums, retrospectives, backlogs and burndown charts – within your Stage-Gate system for physical new products for hardware and HW/SW digital new products
  - Results achieved for manufacturing firms
- 15:30 Making Agile-Stage-Gate Work in Your Business
- Dealing with some common implementation challenges
  - Getting management buy-in
  - Dealing with evolving product definitions versus design freezes; what about VoC?
  - Scaling up and global development teams
  - Finding the needed resources for dedicated teams
  - When to use Agile-Stage-Gate? What about gates?
  - Getting maximum results for digital [HW/SW combination] development projects
  - How to implement the new process – next steps
- 17:00 The Innovation Project Canvas: A new tool to accelerate early-stage work
- 17:30 Wrap Up of Day 1
- This evening, Five Is invites all participants to a networking reception and dinner.

## TECHNOLOGY PLATFORMS, INNOVATION STRATEGY, PORTFOLIO MANAGEMENT, AND CULTURE

Wednesday, October 14, 2020

- 08:30 Developing Technology Platforms – Stage-Gate-TD
- A proven methodology and process for technology platform developments
  - Building Agile methods into the process – more experimental, adaptive
  - The right criteria to make Go/Kill decisions for platforms
  - The Applications Path Gate – deploying the new platform
- 10:30 Your Business's Innovation Strategy
- What a good innovation strategy looks like
  - Setting goals & objectives for product innovation
  - Ensuring a robust innovation strategy in this fast-paced and digital world
  - Deciding where to focus and how – strategic arenas and 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 productivity index
  - Dealing with risk, uncertainty, project ambiguity [as in agile projects]
  - Using strategic buckets to get the right mix & balance of projects
- 15:15 Creating the Right Climate & Culture for Innovation in Your Business
- Fostering an innovative climate, time and resources available
  - Rewards and recognition, the right leadership
  - The Agile-Stage-Gate Mindset
- 15:45 Working on the Right Mindset for Innovation
- 16:30 Next Steps for You – Making It Work in Your Own Company
- 17:00 End of Seminar – Beginning of Implementation

## 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 and 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 13 – 14, 2020

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

## VENUE & ACCOMMODATION

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We have booked a contingent of rooms. They are guaranteed until September 1, 2020. Please mention the code "five i's innovation consulting".



## PRICE

€ 2.050 [excl. MwSt / VAT].

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.

All participants are invited to join the networking reception and dinner on Tuesday 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 11, 2020 we shall charge an administration fee of 10%. No refunds will be made for cancellations after September 11, 2020. You are always welcome to send a colleague to the seminar in case you are unable to come.