

# Winning at New Products

Agile, Adaptive, Accelerated

October 13 – 14, 2020

Interactive Online Seminar,  
Limited to 24 Participants

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?
- Digital Transformation promises huge benefits in the field of new-product development, but also major challenges, especially for manufacturers of physical products. For a traditional manufacturer, Digital Transformation impacts the field of new product development in a number of significant ways: It dramatically changes the firm's new-product landscape – its products, methods, organization, processes, and even mindset. How does digitization change new product development in concrete terms?
- 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?
- 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

The seminar will consist of four modules, lasting about 3 hours each over 2 days. Each module consists of

- a 75-90 minute PowerPoint-based presentation by Cooper, with discussion and Q&A, followed by...
- a 30-minute exercise where participants have a chance to integrate and digest what they have just learned, followed by...
- a more in-depth Q&A and consultative session – we call it the „hot questions board“.

You will also receive a workbook for the exercises, readings for advance preparation, and PDF files of the PowerPoint presentations after the seminar, also additional articles as back-up.

Tuesday, October 13, 2020

## MODULE 1: INNOVATION CHALLENGES AND NEXT GENERATION STAGE-GATE

- 09:45 Introductions, Frame Conditions for Online Seminar
- 10:00 Innovation Challenges & Why New Products Succeed
- Winners versus losers – what are the really important common denominators of new-product success?
  - The seven most important practices to build into your new-product methods
- 10:50 Fifth Generation Stage-Gate® – Adaptive, Flexible, Accelerated
- What the best new-product systems look like, and how they work
  - Leaning down the system – really making your system work efficiently & effectively
  - Making it more adaptive – spiral development
  - Modernizing your idea-to-launch process – the 5th generation system
- 12:00 Interactive Exercise: Gap analysis current practice to fifth generation Stage-Gate
- 12:30 Qi – Qualify your innovation. Stop or Go module: a new tool for efficient and effective gate decisions
- 13:15 Lunch Break

## MODULE 2: AGILE STAGE-GATE HYBRID SYSTEM

- 14:30 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
- 15:00 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?
  - Finding the needed resources for dedicated teams, scaling up and global development teams
  - When to use Agile-Stage-Gate? What about gates?
- 16:10 Interactive Exercise: Agile Stage-Gate in your organization?
- 16:45 Hot Questions – In-depth Consultative Session
- 17:45 Wrap Up of Day 1

Wednesday, October 14, 2020

## MODULE 3: DIGITAL TRANSFORMATION IN NPD AND INNOVATION CULTURE

- 10:00 Digital Transformation and New Product Development
- The new digital world for manufacturers – smart or digital products
  - Getting maximum results for digital [HW/SW combination] development projects
  - Digital tools to accelerate the process [e.g. 3D prototyping, modeling, simulations, AR, VR and AI]
  - Developing digital platforms – using a new model, Stage-Gate-TD
  - Stage-Gate-TD – how it works, how it is different for platform developments
  - The stages, gates, Go/Kill criteria for platforms and iterations
- 11:00 Hot Questions – In-depth Consultative Session
- 11:40 Creating the Right Climate & Culture for Innovation
- Fostering an innovative climate, time and resources available
  - Rewards and recognition, the right leadership
  - The Agile-Stage-Gate Mindset
- 12:00 Interactive Exercise: Working on the Right Mindset for Innovation
- 13:15 Lunch Break

## MODULE 4: INNOVATION STRATEGY AND PORTFOLIO MANAGEMENT

- 14:30 Your Business's Innovation Strategy
- 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
- 15:15 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
- 16:10 Interactive Exercise: Innovation Strategy and Portfolio Management in your organization?
- 16:40 Hot Questions – In-depth Consultative Session
- 17:10 Next Steps for You – Making It Work in Your Own Company
- 17:45 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



five is innovation  
management

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

## 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

The professional content of the course is highly relevant and was elegantly presented by Robert Cooper. Especially all good examples and case stories from 'the real world' were great!"

Bo Jorgensen, Head of Automotive Product Development, Bang & Olufsen, Denmark

## SPONSOR

Sopheon plc

Sopheon partners with customers to provide complete Enterprise Innovation Management (EIM) solutions including software, expertise, and best practices. We have operating bases in the United States, the United Kingdom, the Netherlands and Germany, with distribution, implementation and support channels worldwide. Sopheon (LSE: SPE) is listed on the AIM Market of the London Stock Exchange.



[www.sopheon.com](http://www.sopheon.com)

## DATE

October 13, 2020 from 9:45 to 17:45, CET  
October 14, 2020 from 10:00 to 17:45, CET

## PRICE

€ 1.025 (excl. MwSt / VAT).

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

## 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.