

Innovation and Technology Strategy

Create the Future of Your Business

October 19, 2016
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?

- You cannot reach your growth goals just with product improvements, extensions and modifications
- Your development pipeline lacks exciting new product concepts – it's filled mostly with small, low-value projects which consume all your development resources
- You react to any new idea that comes along, but you need to act more strategic
- You are focused on the wrong areas – there seem to be limited opportunities for breakthrough and high impact new products
- You have some difficulties to really bring your Innovation Strategy to life

If so, this seminar is right for you!



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management

THE ISSUES

Boost the Impact of Innovation Efforts by Strategic Guidance

- How to create a Product Innovation and Technology Strategy
- Benchmarks, research and real-company examples of strategies that outperform
- Practical ways to link your Innovation Projects to your companies strategic priorities

Focus on the Right Strategic Arenas

- How to define meaningful objectives and metrics for your business's new-product efforts
- How to identify the best product, market and technology areas to focus on – your next “engines of growth”
- The “Strat-Map” and how to use it effectively to give you the right direction

Yield a High-Value, Balanced Development Portfolio that Optimizes Resources

- Strategic Buckets and Strategic Product Roadmaps – why top performers rely heavily on these practices, how they work
- Techniques for “cleansing” your new product portfolio – selecting the “best” projects
- The best metrics, charts and dashboards to use to optimize your portfolio's value

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

THE AGENDA

- 08:30 Registration and Coffee
- 09:00 Defining Strategy and the Impact of a Product Innovation Strategy on your Business Performance
- Why strategy and portfolio management are so important
 - Measurable impacts of having a clearly articulated product innovation strategy – what you stand to gain
- 10:45 Developing Your Product Innovation Strategy, Part I: Defining your Goals & Selecting the Right Arenas
- Realistic goal-setting for product innovation
 - Establishing meaningful metrics to measure results
 - Defining and picking strategic arenas – areas where you should focus your R&D efforts for maximum leverage and profitability – and using the Strategic Map
- 12:45 Networking Lunch
- 13:45 Developing Your Product Innovation Strategy, Part II: Deployment, Buckets & Roadmaps
- Making key deployment decisions – Strategic Buckets to ensure the right mix and types of development projects
 - Creating your Strategic Product Roadmap – the placemarks for your major developments
- 16:15 Bringing to Life Your Product Innovation Strategy – Innovation Portfolio Management
- Picking the right projects for investment
 - Maximizing the productivity of your R&D spending
- 17:30 End of Seminar – Start 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 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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VENUE & ACCOMMODATION

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Rooms can be reserved at special rates. These rates are guaranteed until August 22, 2016. Please mention the code "COOPER SEMINAR".



PRICE

€ 1.100,- (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 July 15, 2016 we offer a discount of € 50,-.

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 August 17, 2016 we shall charge an administration fee of 10%. No refunds will be made for cancellations after August 17, 2016. You are always welcome to send a colleague to the seminar in case you are unable to come.

PLEASE NOTE
THE SEMINAR WILL BE HELD IN ENGLISH

Please be aware that there is the 2-day seminar „Beyond Stage-Gate®“ on October 17 and 18, 2016 in Darmstadt.

Beyond Stage-Gate®

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

October 17 – 18, 2016
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Do you face these challenges?

- Your traditional stage-and-gate new-product system seems slow, cumbersome, out-of-date and unable to deal with today's fast-paced and competitive world.
- You want your idea-to-launch 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 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?
- Your business lacks the right climate and culture to foster innovative product development.

If so, this seminar is right for you!



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