

Register now and
save \$200
(time limited offer)

September 28-29, 2010
Atlanta, GA

What are your challenges?

- “We want to implement Stage-Gate as quickly and effectively as possible.”
- “Our NPD needs are unique; can the Stage-Gate process meet them?”
- “We’ve had Stage-Gate in our company for a while, but adoption is poor.”

Accelerating the Adoption of Stage-Gate Best Practices: Designing and Implementing Stage-Gate



“By utilizing the authentic Stage-Gate® process, organizations can dramatically increase their success rates while reducing time-to-market.”

DR. ROBERT COOPER
*Best-selling author and
internationally acclaimed
expert in Product Innovation*



Compelling two-day seminar focused on the critical success factors required to accelerate and sustain product innovation results

Enroll Today!

Stage-Gate International Innovation Seminars

A RESOURCE FOR INNOVATIVE PEOPLE AND ORGANIZATIONS WORLDWIDE

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A MESSAGE

from Dr. Robert Cooper

Successfully launching a new product or service is one of the most complex initiatives an organization can undertake. The Stage-Gate system is the world's most widely-implemented method for managing new product initiatives, because it works. And, the more your company's process resembles the authentic Stage-Gate system, the more likely you are to improve your performance.

Your company can win at new products. Attend this seminar and learn how to avoid costly false starts and common mistakes that can lead to poor results and frustration. Gain knowledge, templates and tools that will save you time and money and improve your odds of success. Build confidence by learning the latest benchmarks, best practices and real-life experiences of the thousands of companies who have implemented Stage-Gate before you. Join me and my colleagues and equip yourself with everything you need to know to successfully design and implement a Stage-Gate system for your company.

Best regards,



What You Will Learn at this Seminar

How to Design a High Quality Stage-Gate Process — hear from the creator himself!

- 10 proven drivers of new product success – what they are and why they drive success
- Innovation best practices built into Stage-Gate – what separate the winners from the losers
- What makes a Stage-Gate process authentic – subtle yet critical details you should not overlook

How to Apply Stage-Gate to Drive Better Product Innovation Performance

- Facilitate fast, successful decision-making – who should make decisions, how and when
- Right-sizing Stage-Gate to avoid bureaucracy, duplication and non-value-add work
- Real-company cases of exemplary applications – leadership, roles, behaviors and practices
- Answers to tough challenges – handling resisters, measuring performance, making 'kill' decisions

How to Accelerate Adoption with a Proven Implementation Approach

- 10 practical tips for successful implementation with real 'staying' power
- 'Best bet' enablers that drive the risk of failure down and adoption up
- Meaningful metrics you can use to monitor your progress

Leave the Seminar with a Proven, Comprehensive Stage-Gate Implementation Plan

INSIDE THIS 2-DAY EVENT

A compelling two-day seminar on how to use the authentic Stage-Gate® system to guide your innovation efforts and dramatically increase your success rates while reducing costs and time-to-market:

- Interactive participation, including question-and-answer and discussion opportunities; smaller class size so more interaction
- Networking opportunities
- Numerous case studies, illustrations, and real company examples
- Templates, roadmaps, guidelines and checklists
- Take-away seminar manual of presentation materials full of tips and hints



FREE BOOK

All delegates receive a complimentary copy of Dr. Cooper and Dr. Edgett's best selling book *Lean, Rapid, and Profitable: New Product Development*

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DAY ONE ■ September 28, 2010 LED BY DR. ROBERT COOPER

- 8:00 **Registration and Continental Breakfast**
- 8:15 **Winning at New Products**
 - The key role of product development in your business
 - Benchmarking best practices – why winners win
 - Developing superior new products
 - Building in the voice of the customer
- 10:00 **Networking Break**
- 10:15 **Team Exercise:** Identifying the major challenges to product development in your businesses
- 10:45 **Critical Success Factors**
 - Doing the up-front homework
 - Sharp, early, fact-based product definition
 - How to organize for NPDP – making NPDP project teams effective
 - The right climate and culture
 - The role of senior management
- 11:45 **Networking Lunch**
- 12:45 **Best Practices for New Product Success**
 - Picking winners – project selection & prioritization
 - A focus on quality of execution
 - Resourcing projects properly
- 2:00 **Networking Break**
- 2:15 **Stage-Gate® – The System**
 - Mapping out the new product process from idea through to launch
 - What a Stage-Gate® system is and how it works
 - Defining the stages and defining the gates
- 3:15 **Networking Break**
- 3:30 **Stage-Gate® – How It Should Work**
 - A detailed walk through a typical Stage-Gate® system
 - How gates work and who are the gatekeepers
 - Results achieved by implementing a Stage-Gate® system

- 4:15 **Ten Implementation Tips**
 - The top 10 tips to make implementation more successful and sustainable
- 5:15 **Questions & Answers**
- 5:30 **End of Day One**
- 6:00 **Networking Reception**

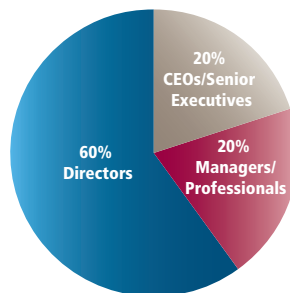
DAY TWO ■ September 29, 2010 LED BY MICHAEL J. WIEBE

- 7:45 **Continental Breakfast**
- 8:00 **The Stage-Gate® Implementation Framework**
 - Operationalizing Stage-Gate
- 9:00 **How to Select a Strategic Approach for Your Organization**
 - The Stage-Gate Strategic Implementation Framework
 - Assessing the degree of change
 - Assessing the degree of importance
- 10:00 **Networking Break**
- 10:15 **A Proven Implementation Plan**
 - Managing barriers and enablers
 - Customizing key activities for your organization
 - Integrating Stage-Gate with other business processes
 - Communicating your implementing plan
 - Training approaches for all key roles
- 11:45 **Networking Lunch**
- 12:30 **Practical Advice for Common Challenges**
 - Enrolling existing projects
 - Your first Gate meeting
 - Assessing the resource crunch
- 1:15 **Execute and Monitor Performance**
 - Selecting meaningful metrics
 - Achieving buy-in
 - Practical charts and dashboards
- 3:00 **Action Plan for Your Organization**
 - Highest priority activities and next steps
- 3:45 **End of Seminar – Beginning of Implementation!**

WHO SHOULD ATTEND

This seminar is designed for executives and senior managers responsible for maximizing the return on their product innovation efforts and those responsible for leading Stage-Gate initiatives.

PREVIOUS SEMINAR ATTENDEES



“Bob Cooper is an academic with a ‘hard hat’ — his concepts are thoroughly research-based and yet his experience is practical and implementation focused.”

Scott R. Foust, Senior Vice President
First Data Corporation

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PROGRAM INFORMATION

Dates and Time: Accelerating the Adoption of Stage-Gate Best Practices will be held on September 28-29, 2010. Registration and continental breakfast will begin at 8:00 a.m. Session begins at 8:15 a.m. on September 28 and concludes on September 29 at 3:45 p.m.

Location and Accommodations:

The event will be held at the Marriott Atlanta Midtown Suites. For reservations and hotel information, please visit the 'Seminars' page on our website at **stage-gate.com** where you can book your accommodations online.

Enrollment Fee:

Enrollment Fee: \$1,995 USD/person. Fee includes all seminar materials, breakfasts, luncheons, refreshment breaks, and networking reception.

Save Up to \$400:

- **Save \$200** – register now to receive the Early Bird Discount (*time limited offer*)
- **Save \$200** – register a team of three or more and save \$200 per delegate

No Risk Guarantee: Your satisfaction is 100% guaranteed — money back or credit.

Flexible Cancellation Options:

Simply provide written notice 10 days prior to the event and:

- Receive a full credit voucher, or
- A refund, less a \$200 USD fee

Alternatively:

- Send a substitute, or
- Receive the seminar materials

Questions? Please contact Valerie Sather at valerie.sather@stage-gate.com or +1-905-304-8797.



WAYS TO REGISTER

CALL: +1-905-304-8797

FAX: +1-905-304-8799

WEB: stage-gate.com

MAIL: Stage-Gate International
1425 Osprey Drive, Suite 201
Ancaster Business Park
Ancaster • Ontario • L9G 4V5
Canada

Please accept the following registration(s):

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City/State/Zip _____ Country _____

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Check for \$ _____ enclosed, payable in USD to *Stage-Gate International*

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ABOUT STAGE-GATE INTERNATIONAL

Stage-Gate International is the world's leading full-service provider of solutions which enable organizations to improve their Product Innovation and Portfolio Management capabilities. A globally recognized and trusted brand, Stage-Gate International accelerates client success with strategic advisory and transformation services, leading-edge products, best-selling publications, first-rate training and development programs and Stage-Gate® Certification. Clients include more than 5000 organizations of all sizes across all industries.

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