

# Developing a Product Innovation Strategy and Deciding Your New Product Portfolio: Making Strategic Choices and Picking the Winners

March 10-11, 2009 • Clearwater, Florida



**Dr. Robert G. Cooper**  
Leading Authority on  
Product Innovation

- Named **"The World's Top Innovation Management Scholar"**
- Sought-after consultant and keynote speaker having worked with hundreds of companies worldwide
- Co-founder of Product Development Institute and President of Stage-Gate International
- Creator of the Stage-Gate® innovation system, now widely used by leading firms around the world to drive new products to market
- Pioneered the field of Portfolio Management of New Products with co-founding partner Dr. Scott Edgett
- Published more than 100 academic articles and seven books on product innovation
- Professor at the DeGroote School of Business, McMaster University, Ontario, Canada

## What Is Your Challenge?

"We need help to pick, rate, and rank projects and make better R&D investment decisions."

"Our CEO wants a development pipeline containing high value projects to our company."

"We have trouble saying NO...and end up with too many projects, ultimately getting us nowhere."

**"Picking the right development projects and platforms to invest in is at the heart of successful product innovation."**

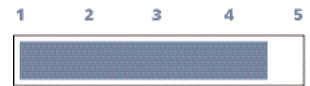
– Dr. Robert Cooper  
Internationally acclaimed expert in Product Innovation

## Compelling two-day seminar focused on selecting and investing in the right development projects

## Why attend a Stage-Gate International Innovation Seminar?

- Seminar leaders are the founders of the Stage-Gate® process and the world's most credible and trusted source on product innovation
- Unbiased, professional speakers
- In-depth methodology frameworks and explanations using real-world case studies
- Samples, illustrations and "how-to" tips
- Smaller class size so more interaction and group discussions

**Stage-Gate International Seminars always score a rating of 4.5 or higher on a scale of 1 to 5**



**"Dr. Robert Cooper is the definitive authority on stage-gate and portfolio management, two processes which drive product innovation. When I introduce new employees to these critical processes, I send them to Bob because I only want my people trained by the best."**

– James H. Godsey, PhD, SVP  
Digene Corporation

## Enroll Today!

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# Succeed at Product Innovation or Fail as a Business

## Seminar Leader

### A Message from Dr. Robert Cooper

Picking the right development projects and platforms to invest in is at the heart of successful product innovation.

But effective project selection or Portfolio Management hinges on having a clearly defined and articulated Product Innovation and Technology Strategy for your business; which markets, technologies or products should you focus your efforts on?

Attend this seminar and learn how to define areas of strategic focus for your business' product development efforts - where to invest and which areas to avoid - to better direct focused project selection decisions. Develop and implement product and technology roadmaps and strategic buckets to help make R&D resource allocation decisions.

Join me and learn how to develop effective and profitable innovation strategies and project selection decisions for your business.

*Best regards  
Bob Cooper*

## The Top 3 Benefits of Attending

### 1. How to Develop and Implement an Effective Product Innovation Strategy

- ✓ Define your goals for product innovation
- ✓ Select the right strategic arenas to focus on – where you can achieve the best leverage
- ✓ Develop attack strategies for capturing market value in these arenas
- ✓ Strategically align your portfolio – projects that mirror your company's strategic priorities

### 2. Best Practices in Portfolio Management

- ✓ Learn the five goals in Portfolio Management and the best methods of achieving them
- ✓ Achieve strategic alignment – using strategic buckets and product roadmaps
- ✓ Establish a balance with short and long term projects, high and low risk, and across markets and technologies

### 3. Picking the Best Development Projects

- ✓ Maximize the value of your portfolio with scorecards, real options and the productivity index
- ✓ Learn how to make gates work and achieve effective portfolio reviews
- ✓ Discover the techniques to avoid too many projects for your limited resources – balancing projects with resources

**“Bob has a great delivery style – just the right mix of theory and fundamentals, practical applications and ‘real life’ examples.”**

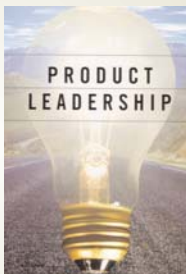
– Rob Reale, Director Technology and Solutions  
Direct Energy Business Services

**“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, SVP  
First Data Corporation

## Free Book

Delegates receive a complimentary copy of Dr. Cooper and Dr. Edgett's best selling book: **Product Leadership: Pathways to Profitable Innovation**



## Inside This 2-Day Event:

- A compelling two-day seminar that provides corporate leaders with the tools, practical guidelines, and cutting-edge strategies they need to manage their product portfolios
- ✓ Interactive participation, including question-and-answer and discussion opportunities
  - ✓ Networking opportunities
  - ✓ Numerous case studies, illustrations, and examples from other companies
  - ✓ Templates, roadmaps, guidelines and checklists
  - ✓ Take-away seminar manual of presentation materials full of tips and hints

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# AGENDA - Day One

## 8:00 Registration and Continental Breakfast

## 8:15 Welcome and Introductions

## 8:30 Defining Strategy and the Impact of a Product Innovation Strategy

Strategy and new product resource allocation must be intimately connected. And the link is Portfolio Management.

Topics in this first session are:

- The key elements of a robust product innovation strategy
- Why strategy and portfolio management are so important
- The measurable impacts of having a clearly articulated product innovation strategy

## 9:15 Team Exercise: Problems and Issues

A "problem detection session", where participants can air their Strategy and Portfolio Management problems, challenges and deficiencies, so that later in the day, solutions can be sought

## 9:45 Teams Present; Discussion

## 10:00 Networking Break

## 10:45 Crafting a Product Innovation Strategy – Part I: Defining Your Goals and Selecting the Arenas to Focus On

- The right ways to set realistic goals for product innovation
- Establishing meaningful metrics to measure results
- Defining strategic arenas – areas where you should focus your R&D efforts
- Deciding on areas of strategic focus for maximum leverage and profitability – using the strategic map

## 12:00 Networking Lunch

## 1:00 Crafting a Product Innovation Strategy – Part I (continued)

## 2:15 Networking Break

## 2:30 Team Exercise: Developing an Innovation Strategy in Your Business

Key challenges from the morning session are identified, and break-out teams now focus on possible solutions. Each team takes one challenge area, and working as a group, develops recommendations

## 3:00 Teams Present; Discussion

## 3:30 Short Break

## 3:40 Crafting a Product Innovation Strategy – Part II: Attack Plans and Deployment, Roadmaps

- Developing attack plans
- Defining entry strategies
- Making key deployment decisions – introduction to strategic buckets
- Creating your strategic product roadmap

## 5:00 Q&A

## 5:15 End of Day 1

## 6:00-7:00 Networking Reception

# AGENDA - Day Two

## 8:00 Continental Breakfast

## 8:15 A World-Class Idea-to-Launch Development Process

- A quick review of the idea-to-launch process
- Key elements of a Stage-Gate® process – the necessary prerequisites for effective Portfolio Management
- Making sure the gates are in place

## 8:45 Best Practices in Portfolio Management – Part I

- The impact of an effective portfolio management system – the benefits for your business
- Achieving the five goals of portfolio management
- Discovering how to pick winning and high-value projects
- Using the correct methods for maximizing the value of the new product project portfolio
- Dealing with (and valuing) risky projects

## 10:00 Networking Break

## 10:15 Team Exercise: What's Stopping Us

Teams identify the key blockers that stand in the way of effective Portfolio Management and project selection in their businesses – what goes wrong? Solutions to these deficiencies are sought.

## 10:30 Teams Present; Discussion

## 10:45 Best Practices in Portfolio Management – Part II

- Getting the right balance of projects in your portfolio – between long term and short term, high risk and low risk, and across markets and technologies
- Achieving strategic alignment – so that your pipeline portfolio mirrors your business' strategic priorities
- Ensuring a balance between resources required and resources available – capping the number of projects in the pipeline
- What portfolio methods and techniques leading firms use – and which ones really work

## 12:00 Networking Lunch

## 1:00 Developing a Portfolio Management System for Your Business

- How to forge the link between project selection, development processes and innovation strategy
- Recommended methods for:
  - o deciding on strategic buckets – how to define them
  - o using scorecards, real options and the productivity index to prioritize projects effectively
  - o getting the gates working
  - o managing portfolio reviews to achieve alignment and the right project mix

## 2:30 Networking Break

## 2:45 Developing a Portfolio Management System (continued)

## 3:30 Team Exercise: Next Steps

Teams have a chance to discuss implementation issues, and then engage in dialogue regarding next steps when they return to their businesses

## 4:15 Q&A and Wrap-up

This session will provide you with an excellent opportunity to discuss any outstanding Strategy and Portfolio Management issues that need further answers with Dr. Cooper

## 4:30 End of Seminar; Beginning of Implementation!

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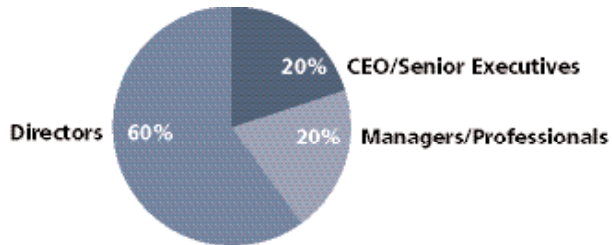


# Build Better Innovation Capabilities

## Who Should Attend

This seminar is designed for executives and senior managers responsible for maximizing the returns on their product innovation efforts in the fields of business strategy, R&D, new products, marketing and operations management.

## Previous Seminar Attendees



## Network and Mingle

Special opportunity to meet with the world's authority on product innovation – Dr. Robert Cooper – and other delegates from various leading organizations.

## The Cost of Inaction

- ✓ Have your business objectives changed? What action have you taken to meet your new objectives?
- ✓ Doing what you have always done will not take you where you want to go.
- ✓ Do you want to be a game-changer? Let us show you how.

*"In 2007, I have attended three Stage-Gate International seminars. In all seminars, the entire team is very knowledgeable, professional, passionate and best-in-class in everything they do! The materials are well-organized and extremely informative."*

– Wally Slone, SVP Business Solutions,  
Fresenius Product and Hospital Group

## About Stage-Gate International

Stage-Gate International helps companies achieve growth through successful product innovation. Our access to the best practices, databases and research of internationally recognized thought leaders, Dr. Robert G. Cooper and Dr. Scott J. Edgett, enables us to create high quality products and services designed to achieve substantial business impact. We offer proven solutions to the most complex problems in all aspects of product innovation through our widely recognized and implemented products, our highly regarded and trusted consulting services, our award-winning research papers, best-selling books and first-rate seminars. We also conduct unbiased, expert evaluation and certification of third party innovation enabling tools through our Stage-Gate Ready Certification Program.

For information visit [www.stage-gate.com](http://www.stage-gate.com)

## Do You Have Questions?

- Not sure if this seminar is right for you?
- Want to accelerate your results by bringing your team?
- Want to bring this seminar onsite to your company?
- Unable to find a seminar topic that matches your needs?



Valerie Sather

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