

NEW BOOK!

Authored by
Innovation Experts
Cooper + Edgett

What are your challenges?

- “Creating value — we want fewer, bigger & better projects.”
- “We have difficulty killing and prioritizing projects — too many projects with too few resources and nothing is getting to market.”
- “We react to any new idea that comes along. We need to be more strategic about the types of projects we focus on.”

Deciding Your New Product Portfolio: Making Strategic Choices and Picking Winners

September 22-23, 2009 • Alexandria, VA



DR. ROBERT
COOPER

We are excited to introduce our new book *'Product Innovation and Technology Strategy,'* a must read for business executives responsible for leading product innovation performance results. Seminar delegates will be the first to benefit from the new content that will be unveiled during this event, and will also receive a signed copy of the new book.

Enroll Today!



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

DR. ROBERT COOPER

Best-selling author and internationally acclaimed expert in Product Innovation



Cohosted with Penn State University's
Institute for the Study of Business Markets

Stage-Gate International Innovation Seminars

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A MESSAGE

from Dr. Robert Cooper

Maximizing the return on your product innovation investments hinges entirely on an organization's ability to consistently pick the right development projects, technologies and platforms to invest in. This is no easy task. New Product Portfolio Management is fast becoming the most effective way to simplify this complex process — especially when coupled with a clearly defined Product Innovation Strategy.

Your company can drive more value and productivity into your portfolio of product innovation projects. Attend this seminar and learn how to double your portfolio's value simply by using productivity metrics when selecting projects and by reallocating resources to fewer projects. Learn how to link your new product portfolio to your company's strategy so it produces meaningful competitive advantages. Join me for this seminar and learn how to ensure scarce resources are consistently allocated to the most meritorious and strategic projects.

Best regards,



What You Will Learn at this Seminar

Maximize Your New Product Portfolio's Value and Importance

- Practical ways to link your New Product Portfolio to your company's strategic priorities
- A simple method for creating a Product Innovation and Technology Strategy – deciding on which markets, technologies and products to focus your efforts
- Benchmarks, research and real-company examples of strategies that outperform

Yield a High-Value, Balanced Portfolio that Optimizes Resources

- Meaningful metrics and charts to use to optimize your portfolio's value
- Strategic Buckets and Product Roadmaps – why top performers rely heavily on these practices
- Techniques for 'cleansing' your new product portfolio – selecting the 'best' projects

Accelerate Adoption of Portfolio Management Best Practices

- Facilitate effective, successful project selections – a governance model with key roles defined
- Five goals in Portfolio Management and the best practices to achieving them
- How to instill accountability and ownership
- The best metrics, charts and dashboards for decision-making

Leave the Seminar with answers to your toughest new product portfolio challenges

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



NEW BOOK!

All delegates will receive a complimentary signed copy of Dr. Cooper and Dr. Edgett's new book, *Product Innovation and Technology Strategy*

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DAY ONE ■ September 22, 2009

- 8:00 **Registration and Continental Breakfast**
- 8:30 **Impact of a Product Innovation Strategy**
 - Why strategy and portfolio management are so important
 - Measurable impacts of having a clearly articulated product innovation strategy – what you stand to gain
- 9:30 **Team Exercise:** Identifying the major challenges to product development in your businesses
- 10:00 **Networking Break**
- 10:15 **A Best-in-Class Product Innovation and Technology Strategy**
 - Four key elements every Product Innovation Strategy should have
 - Five steps you can use to craft a Product Innovation Strategy for your business
 - How 5 different types of strategies perform – which one is best for your business?
- 12:00 **Networking Lunch**
- 12:45 **How to Develop a Product Innovation Strategy**
 - Realistic goal-setting for product innovation
 - Strategic Arenas – deciding where you should focus your R&D efforts
 - Attack Plans – deciding how to ‘win’ in each arena
 - Entry Strategies – deciding how to enter a new market
- 2:15 **Networking Break**
- 2:30 **Team Exercise:** Developing an Innovation Strategy in Your Business
- 3:00 **Making Your Product Innovation Strategy a Reality**
 - The link between a product innovation strategy and portfolio management
 - Strategic Bucket method – what it is and how to benefit
 - Strategic Product Roadmaps – what are they and how leading firms are using them to capture value
- 5:00 **Questions & Answers**
- 5:30 **End of Day One**
- 6:00 **Networking Reception**

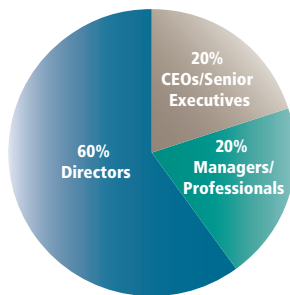
DAY TWO ■ September 23, 2009

- 8:00 **Continental Breakfast**
- 8:15 **Linking Portfolio Management to Your Idea-to-Launch Process**
 - Prerequisites for effective Portfolio Management
- 9:30 **Impact of New Product Portfolio Management**
 - The impact of an effective portfolio management system –benefits for your business
 - Five goals of portfolio management – how they link to better performance
- 10:15 **Networking Break**
- 10:30 **Team Exercise:** Identifying the major challenges to product development in your businesses
- 11:00 **New Product Portfolio Best Practices**
 - Selecting high-value projects – the best metrics, charts and techniques
 - Four dimensions every new product portfolio should ‘balance’
 - Forecasting your portfolio’s potential value – is it sufficient?
 - Resources – techniques for allocating resources to maximize value
- 12:30 **Networking Lunch**
- 1:30 **A Portfolio Management System for Your Business**
 - An executive framework to guide your efforts
 - Strategic and tactical considerations when designing a portfolio review process
 - Answers to tough challenges: valuing risky projects, measuring success, selecting metrics and designing portfolios for diverse organization structures
- 2:45 **Networking Break**
- 3:00 **Implementing Portfolio Management**
- 3:45 **Team Exercise:** Getting Started
- 4:15 **Questions and Wrap-Up**
- 4:30 **End of Seminar – Beginning of Implementation!**

WHO SHOULD ATTEND

This seminar is designed for executives and senior managers responsible for maximizing the returns on their product innovation efforts and those responsible for implementing portfolio management initiatives.

PREVIOUS SEMINAR ATTENDEES



“Dr. Robert Cooper is the definitive authority on Stage-Gate® and Portfolio Management, two processes which drive product innovation.”

James H. Godsey, PhD, Senior Vice President, R&D
Digene Corporation

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PROGRAM INFORMATION

Dates and Time: Deciding Your New Product Portfolio: Making Strategic Choices and Picking Winners will be held on September 22-23, 2009. Registration and continental breakfast will begin at 8:00 a.m. Session begins at 8:15 a.m. on September 22 and concludes on September 23 at 4:30 p.m.

Location and Accommodations:

The event will be held at the Hilton Alexandria Old Town. 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:

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

Save Up to \$400:

- **Save \$200** – register by July 31, 2009
- **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

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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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