



July 16, 2009

Dear Colleague:

I am pleased to inform you of an upcoming audio conference I will be giving, produced by Lorman[®] Education Services. This program may be of particular interest to you. I would like to personally invite you to attend. The audio conference is:

Product Development Metrics for Manufacturers: Measuring Your Productivity
August 12, 2009
1:00 PM – 2:30 PM

I look forward to your participation. We will be discussing a number of current and relevant metrics subjects. There will also be an interactive question and answer session to conclude the audio conference.

There are three ways to learn more about the audio conference, and/or to register.

(1) The Agenda, a description of Benefits, and applicable Continuing Education Credit units may be found at the link directly below this paragraph. **By using this “all-in-one” link**, registrants will also automatically **receive a \$20.00 discount off** the regular registration price.

<http://www.lorman.com/teleconference/teleconference.php?sku=381996>

(2) If you wish to check out Lorman[®]'s site in general, and see what else they offer, you will then need to navigate your way to this audio conference through their menu system. You will also need to enter some information to receive the same benefits as the “all-in-one” link that precedes this paragraph.

<http://www.lorman.com/>
Enter Priority Code = 16224
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(3) You may also wish to call Lorman[®] directly, speak with one of their representatives, and register by phone. You will need to communicate some information to receive the same benefits as the “all-in-one” link described above.

1-866-352-9539
Audio Conference Number = 381996
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Thank you for considering this venue on Product Development Metrics for Manufacturers! I hope you will be able to join us on Wednesday August 12.

Sincerely,

Bradford L. Goldense
President

BLG/blg

Product Development Metrics for Manufacturers: Measuring Your Productivity

EXPRESS REGISTRATION

Sign up at www.lorman.com using the Seminar ID # listed below.

Teleconference ID: 381996

National Teleconference • Wednesday, August 12, 2009 • 1:00 PM – 2:30 PM EST

Presented by Bradford L. Goldense of Goldense Group, Inc.

I. Evolution of Product Development Process and Metrics

- A. Time Line 1970-2010
- B. Best Practice Process Design
- C. Emergent Early Stage Advanced Development Process Designs

II. Top R&D Product Development Metrics Used in Industry

- A. Top 10 Measures
- B. Top Innovativeness Measures
- C. Top Productivity Measures

III. Emergent R&D Product Development Results and Productivity Metrics

- A. Return on Innovation
- B. Research and Development Effectiveness Index
- C. NPV Efficiency
- D. Patent Diffusion
- E. Price Premium
- F. Several More

IV. Number of Metrics Governing Corporations and R&D Organizations

- A. Corporate Metrics Sets
- B. R&D Metrics Sets
- C. Degree of Strategic Linkage Between R&D Product Development and Corporation Metrics

V. Linked Metrics Portfolio®

- A. Framework Spanning Organization Levels, Roll-Up Lower Levels to Get Overall Performance
- B. Sets of Metrics for Projects
- C. Sets of Metrics for Functional and Technical Disciplines
- D. Overall Metrics Portfolio

VI. Conclusion

- A. U.S. Government Statistic for R&D's Contribution to United States Overall Productivity

R&D and product development organizations are behind transaction processing and operations functions in their understanding of measurement and its place in the organization. Six Sigma and Lean initiatives have facilitated great improvements in corporations without significantly benefiting most marketing, R&D and product development organizations. Inventive professionals resist measurement citing that it reduces innovation and invention. R&D and product development measurement practices have not changed significantly over the past 30 years, while other business functions have undergone transformations.

Globalization, business alliances and the need for improved organic innovation to gain strategic advantage are driving significant changes in measurement practices for innovative functions. Improvements in the science of management of these activities are on the fast track. Some emergent techniques of a few years ago are now clear trends. Intellectual property, for example, will rise greatly in its importance in the coming decade. This teleconference will provide you with a state of practice snapshot. The key metrics that are likely to pass the test of time will be identified. Current corporate R&D metrics practices will be benchmarked, along with the most frequently used metrics for R&D and product development. A framework that delivers a comprehensive metrics solution that most companies can figure out how to implement without outside assistance will be explained to conclude the teleconference.

Continuing Education Credit:

For more information visit us at www.lorman.com or contact us at 866-352-9540. One attendee may receive credit per registration. Additional attendees may receive credit by registering at the additional attendee discount price.





Who Should Attend:


Manufacturing engineers, presidents, vice presidents, plant managers, quality control personnel, operation managers, facility managers, owners, controllers, inventory specialists, design professionals, operators and technicians

Product Development Metrics for Manufacturers: Measuring Your Productivity

NATIONAL TELECONFERENCE August 12, 2009

 Email: customerservice@lorman.com Website: www.lorman.com

 Telephone: 866-352-9539 Fax: 715-833-3953

 Mail: Mail this form with payment information to
Lorman Education Services, Dept. 5382, P.O. Box 2933,
Milwaukee, WI 53201-2933

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