



Business Planning, Product Development, Manufacturing & Materials Management.
And Technologies and Information Systems they employ.

Consulting, Research, & Educational Services

GGI has been cited as being among the best in North America in the areas of new product development, metrics, and measurement.

WHO SHOULD ATTEND

Members of the Executive Team

Presidents & VPs

General Managers

Heads of Functional Departments

Managers and Leaders in new product design & manufacturing process/equipment development functions:

Finance, Marketing, Engineering, Software, Test, Advanced Purchasing and Manufacturing, Quality,

Project Managers
Team Leaders

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Product Development New Product Development Advanced Development Applied Research Research Innovation

ON-SITE SEMINARS & WORKSHOPS

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Craft A 1-2 Day Event Suited To Your Company

GGI PO Box 350
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Product Development?

Almost everyone in the company has a stake in the "new product development function." If new product development is healthy, the chances are that the company is healthy. For the last decade, average performers derived around 30 percent of their revenues from products less than three years old. Best practice companies achieve 35-60 percent. Over 50 percent of corporations now use this metric. It is a corporate-level metric as it measures overall results. Is your company best practice? Is your company measuring the metric? Correctly?

Is your Stage-Gate Product Selection and Management Process a project management tool or a true business driver? Is it using best practices? The NPD processes we choose to practice, and how we go about measuring them, is the difference between the best and the rest in the quest for corporate success. New products are essential for about 90% of all corporations.

Metrics?

Having strong indicators across all R&D and product development activities is a must, not just for the new products. The ship as a whole has to be tight for the propulsion system to operate at peak effectiveness.

GGI organizes the subject of product development measurement into four primary measurement areas: overall corporate-level R&D results, development projects, functional/technical disciplines, and improvement projects. Our Linked Metrics Portfolio® method for integrated measurement stands on its own, or links with existing Scorecards for true contiguous measurement.

These seminars generally focus on selected process and/or measurement areas that have been demonstrated through management science and research to have the highest correlation with business success. Selected results of our biennial survey of North American industry practices are also presented.

EXAMPLES OF SEMINAR TOPICS

There are numerous product development areas that are candidates in most companies for improved process and measurement: research, innovation, product strategy, product selection, product life cycle, portfolio management, capacity management, functional competency maintenance, product definition, project staffing, project management, product design, product cost, modularity, reuse, product prototyping, product testing, project accounting, change order management, end-of-life management, hiring & staffing, training, rotation, and education. The challenge is to know which areas have the highest correlation to company success.

GGI INDUSTRY EXPERIENCE

Aerospace	Instruments
Automated Test Equipment	Machinery & Equip
Automobiles	Medical Devices
Biotech	Medical Instruments
Cable Providers/Equipment	Material Handling Equip
CAE/CAD/CAM/CIM/MRP	Molding
Communications	Pharmaceutical
Computer	Plastics
Construction Equip	Power Tools
Consumer Electronics	Propulsion Systems
Defense	Research Facilities
Diagnostic Instruments	Robotics
Drilling Equipment	Semiconductors
Electronic Components	Software
Electrical Equipment	Speakers & Hi-Fi
Factory Automation Equip	Telecommunications
Filters & Filtration Equip	Textiles
Fire Alarm & Control	Wire & Cable
HVAC	Vehicles

SEMINAR LEADER: BRAD GOLDENSE, NPDP, CMfgE, CPIM, CCP

Bradford L. Goldense is President of Goldense Group, Inc. [GGI], a twenty-two year old Needham, Massachusetts consulting, research, and education firm concentrating in advanced business and technology management practices for line management functions. Mr. Goldense has consulted to over 200 of the Fortune 1000 and has worked on productivity improvement and automation projects in over 400 manufacturing locations in North and South America, Europe, the Middle East, and Asia.

Mr. Goldense holds a BS in Civil Engineering from Brown University and an MBA in Cost Accounting from Cornell University. Brad is a certified New Product Development Professional [NPDP] by the PDMA, a Certified Manufacturing Engineer [CMfgE] by the SME, a Certified Computer Professional [CCP] by the ICCP, and is Certified in Production and Inventory Management [CPIM] by the APICS. He lectured or was a member of the faculty of the graduate engineering "The Gordon Institute" of Tufts University for 20 years. He is past Worldwide President of the Society of Concurrent Product Development [SCPD] and currently serves on the Board of Directors. He has been a member of the Board of Directors of the American Society for Engineering Management [ASEM], and is a member of Cornell University's Technology Transfer Committee.

Brad has authored or been quoted in over 150 articles on portfolio and product management, competitive product development, testing, advanced purchasing and manufacturing engineering, and operations with known industry publications such as Business Week, Industry Week, CFO, Design News, Machine Design, and Purchasing. He is an internationally recognized expert on both rapid product development and R&D metrics and measurement. Prior to founding GGI in 1986, Mr. Goldense worked for CSC/Index, Price Waterhouse, Texas Instruments, and a private family company that specialized in building and refurbishing industrial manufacturing plants.

ON-SITE Seminars & Workshops

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2 DAYS **CPD** **2 DAYS**

CONCURRENT PRODUCT DEVELOPMENT
SEMINAR AGENDA & Table of Contents

newGGIPDSem - V2 - 2

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1/2-1 DAY **PPRD** **1/2-1 DAY**

PROACTIVE & PREDICTIVE R&D METRICS
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1 DAY **MPD I** **1 DAY**

MEASURING PRODUCT DEVELOPMENT
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1-1.5 DAYS **MPD II** **1-1.5 DAYS**

MEASURING PRODUCT DEVELOPMENT II
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1-1.5 DAYS **PDBP** **1-1.5 DAYS**

PRODUCT DEVELOPMENT BEST PRACTICES
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1/2 DAY **INNOVATION** **1/2 DAY**

INNOVATION
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ON-SITE Seminars & Workshops

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2 DAYS		PDMP	2 DAYS	
PRODUCT DEVELOPMENT METRICS PORTFOLIOS				
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2 DAYS		INNOVATION	2 DAYS	
R&D - PRODUCT DEVELOPMENT INNOVATION SEMINAR				
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CONSIDERATIONS

The agreements include approximately 4 hours of GGI investment up-front in our office, on the phone, and in email; and about 2 hours to follow-up after the event. If an NDA is in place, we typically ask for 5-10 company slides on the subjects we are discussing and “seed” the seminar Coursebook(s) with several “internal” documents. This approach helps to bring the group back to the application of the knowledge. Tailoring of Coursebooks can be accommodated for an additional fee if necessary. “Seeding” usually accomplishes the goal. We’ll also hope that you will be comfortable with providing us some further information on the subject area that we might read so we are as “in context” as possible when we arrive for the event.

All agreements will include an electronic copy of the Coursebook. GGI will Grant a Corporate License to our client that enables posting of the document on internal internets for general access and unlimited copies. As a result, the company will be responsible for making printed copies for the participants. This approach is more economical and environmentally conscious versus GGI producing and shipping Coursebooks.

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