



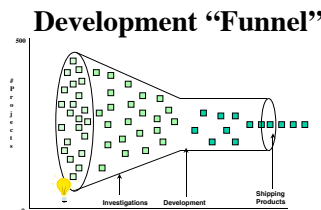


# Product Development Innovation Summit

One of the major R&D management dilemmas today is how to create an innovative environment and capability in the functions responsible that ideate and invent new products. Do we seek an innovative corporate culture? Do we seek an innovative environment? Do we seek innovative people? Do we seek an innovation process? Do we seek innovation tools and techniques? Do we seek an innovative product: always, frequently, or occasionally? Can you differentiate between these questions? Further, can you identify and articulate the management approaches and techniques that are available to you to address these questions?

Participants in this seminar answer these questions and many more through discussion, example, historical data, case studies and exercises. At the conclusion the groundwork will be in place for the R&D leader to take the actions necessary to make his firm an innovative enterprise.

Each participant will receive a coursebook for the seminar, as well as a discounted opportunity to purchase an electronic version for company-wide use.



*"This was a very useful seminar covering a complex subject. I believe the information presented will contribute substantially to a better ... product development process."*

- John Gebhardt  
Manager, Modeling & Simulation  
Lockheed Martin

## Day One - Frameworks and Tool Sets for Innovation

### Focuses on:

- ✓ Innovation
- ✓ Innovation process
- ✓ Categories of innovation tools
- ✓ When innovation is best applied
- ✓ Strategic innovation
- ✓ Productivity drivers
- ✓ An exercise in innovative thinking

Facing customer and investor scrutiny, CEOs and their leaders of R&D often rename the "product development process" to be the "innovation process." While this is not necessarily an incorrect action, a name change alone will change little. Naming a process for one of its multiple purposes adds further confusion as to what is innovation.

Innovation vs. The Innovation Process will specifically address Advanced Development and Product Development processes to give Corporate Officers and R&D Managers and Leaders an improved context in which to lead innovation in their companies and to drive innovation into their processes.

Categories of innovation tools (over 50) and the timing for applying them will be discussed for both Advanced Development and Product Development. An innovative corporate culture and environment cannot be mandated, it must be cultivated and seeded at many levels.

*"Good NPD content - end to end."*

- Tim Erickson  
Director of Program Management  
Honeywell MICROSWITCH



# Product Development Innovation Summit

## Day Two - Key Innovation and Intellectual Property Tools

### Focuses on:

- ✓ "Lateral Thinking™"
- ✓ "Six Hats™"
- ✓ "Lead User Analysis"
- ✓ "TRIZ"
- ✓ IP processes
- ✓ Registration methods and tools

Since the early 1980s, and some argue before that, three innovation methods have stood the test of time. While there is some overlap between the three methods, their specific purpose and application is largely different. We examine:

1. Edward DeBono's "Lateral Thinking" and "Six Hats" trademarked methods.
2. Eric Von Hippel's "Lead User Analysis" method.
3. Genrich Altshuller's "Theory Of Inventive Problem Solving [TRIZ]" method.

Innovations "demand" to be converted into protectable intellectual property. Processes, industry practices, valuation approaches, and registration processes will be examined. Ongoing IP management issues are beyond the scope of this discussion.

*"Best seminar I have attended."*

- Steve McSpadden  
Manager, New Product Engineering  
GILBARCO

*"Excellent understanding of real world challenges for product development."*

- Todd Tjoelker  
Engineer  
Benteler Automotive

## Day Three - Directing Innovation Implementation

### Focuses on:

- ✓ Innovation software
- ✓ Other innovation support tools
- ✓ Incentives for innovation
  - Individual
  - Team
- ✓ Incentive types
  - Frequencies
- ✓ Research verified approaches
- ✓ Role of suppliers
- ✓ Outsourcing innovation?

Some innovation techniques are verbal and paper based. Other techniques are sufficiently complicated and multi-faceted such that best results are achieved through the purchase or lease of software to facilitate the technique. Attendees will be familiarized with some of the more popular and potent software offerings that are available for facilitating and/or managing innovation.

How do you move from idea to implementation? Does your company have a technical track and a management track? Is group innovation recognized and rewarded? How about individual innovation? What types, frequencies, and levels of recognition and reward get the most meaningful results? There are some "practice-verified" techniques that are generally believed to correlate to innovation improvement.

The role of suppliers in new product creation is crucial. How are their innovations incorporated into your products?



# Innovation Summit

## Creativity Direction *for R&D Leaders!*

### Courses and Schedules

| <u>Date(s)</u> | <u>Title</u>                          | <u>Single</u> | <u>Team (2+)</u> |
|----------------|---------------------------------------|---------------|------------------|
| Jan. 17-19     | Product Development Innovation Summit | \$1699        | \$1625 (ea.)     |

- A block of rooms at favorable rates, that include a full made-to-order breakfast, have been set aside at the conference hotel until December 19, 2005, after which they will be released to the general public.
- If scheduling conflicts force a need to cancel, refunds will be available until December 19, after which the full charges will be incurred. There is a 5% service charge on the registered workshop price for all refund transactions.
- The Summit starts daily at 9:00 AM and runs to 5:00 PM. The final day will end on Thursday at 3:00 PM (lunch included) to allow time to travel back to home locations. Each day includes all meeting supplies, complete AM and PM breaks, and an extensive luncheon service.

### Seminar Faculty

**Bradford L. Goldense**, NPDP, CMfgE, CPIM, CCP, [seminar leader] is Founder and CEO of Goldense Group, Inc. [GGI], a nineteen-year old Needham Massachusetts consulting and education firm concentrating in advanced business and technology management practices for line management functions. Mr. Goldense has consulted to over 150 of the Fortune 1000 and has worked on productivity improvement and automation projects in over 400 manufacturing locations in North and South America, Europe, and the Middle East. Abbott Laboratories, Bayer, S.C. Johnson, Ford, General Motors, John Deere, Phillips, Carrier, Molex, United Technologies, Bose, and Shure are representative among GGI's clients. Mr. Goldense is an internationally recognized expert on both rapid product development and R&D metrics. Brad has been an invited guest on Alexander Haig's World Business Review, and has appeared on PBS The Business & Technology Network, and on CNBC, and has authored or been quoted in over 150 articles in industry trade press. Brad is the Worldwide President of the Society of Concurrent Product Development [SCPD], and on the Worldwide Board of Directors for the American Society of Engineering Management [ASME].

**John R. (Dick) Power**, PMP, CFP, [instructor] is Director of Executive Education at GGI. Mr. Power has been practicing in the advanced and new product development and production areas for over 30 years. He is highly experienced in project management of large and complex high technology products from Initial phases through production, distribution and sustaining support. As a US Army Signal Corps Officer, retiring as a Colonel in 1992, he was a leader in acquisition of electronic systems. More recently, Dick worked at GTE (before its merger with Bell Atlantic to form Verizon) as Director of Total Quality for the Government Systems Group and later as Corporate-wide program manager for information security.

**Donald M. Stewart** [instructor] has been practicing in the marketing and new-product business strategy areas for the past thirty-five years, and in the concurrent engineering area for the past fifteen years. Mr. Stewart worked for twenty years with Teradyne, Inc. Teradyne is the leading U.S. designer and manufacturer of semiconductor test systems. Don held a variety of positions at Teradyne including product manager, sales manager, sales engineer, and market support engineer. Mr. Stewart holds a BS degree in Electrical Engineering from MIT, and an MBA degree from Harvard Business School.

#### Check Payment

The easiest way to register is to pay by credit card through the GGI's Wisdom iStore at [www.goldensgroupinc.com](http://www.goldensgroupinc.com). If you wish to pay by check please send an email to Dick Power, Dir. Of Exec. Educ: ([jrp@goldensgroupinc.com](mailto:jrp@goldensgroupinc.com)) and we will send you a registration form for completion and registration by standard mail.

Your conference hotel is the **Four Points Sheraton Hotel and Conference Center**, conveniently located on the southbound side of US Route 1 in Norwood, MA (for reservations call 781-769-7900). It is located 22 miles southwest of Boston and easily accessible by rental car or reserved coach. Call Christopher Limo at 781-760-3588 (mention GGI seminar) to reserve a coach for pickup at Logan Airport. The hotel has 100 rooms; mostly standard queen, with a small number of suites or king corners. Rooms are \$130 daily (including an excellent full breakfast buffet). King corner rooms are \$150 and suites \$170 per day. Suites include a small meeting area. Call early to reserve a special room and mention the GGI Seminar Series.

The hotel has an excellent restaurant, One Bistro, that is very popular locally. Complimentary van service is available for any establishment in a five mile radius and there are many excellent choices within walking or courtesy van distance. If enough people are interested, a trip to Boston for an evening can be arranged.