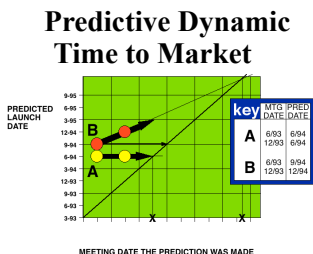
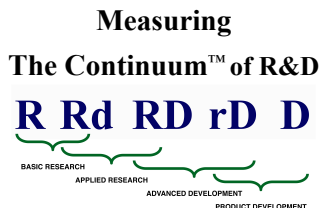




# 20<sup>th</sup> Product Development Metrics Summit



**Drive R&D Performance Through Metrics**

**Corporate Metrics  
Functional Metrics  
Project Metrics  
Improvement Metrics**

**Scorecards Dashboards**



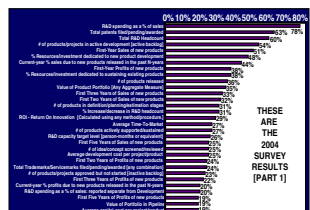
**Linked Metrics Portfolio Workshop**

	CORPORATION	Pure CORP-LVL	Rolled Up To CORP-LEVEL	
E				
X				
E				
R				
C				
I				
S				
E				

	Pure PROJECT	Pure FCNL	IMPROVEMENT

**The Top 100 Corporate Metrics – Pareto Order!**



**MPD II**

Deepen your understanding on how to measure the hard to quantify areas that are essential to drive overall R&D productivity and performance.

**PPRD**

Develop forward-looking R&D metrics to guide the R&D cultural environment, and to predict the outcomes of R&D investments earlier.

**PDMP II**

Assemble a best practice portfolio of metrics that links three layers deep of the R&D organization to the CEO's corporate-level metrics.

**3 Integrated Seminars - Plus Workshop**  
**October 18-20, 2016 at the Four Points Sheraton - Norwood, MA**

*Who should attend these seminars.....?*

- ◆ Members of the **executive team** – Presidents, VPs, CXOs, Directors, General Managers, Controllers, ... all persons with P/L responsibility.
- ◆ **Managers and leaders** in new product design and research and development, heads of functional departments, product and program managers, product team leaders, marketing and product planners, ... all product development leaders.

**Key Benefits**

- Improve the selection and organization of company R&D and Product Development metrics to align with and support corporate business strategy.*
- Define, develop, and deploy a customized set of metrics to improve effectiveness, productivity, and the generation of revenue and profits.*
- Learn, adopt, adapt the leading processes and practices to better motivate and to encourage both employee-driven innovation and efficiency.*
- Focus your organization to create and drive a more effective overall product development environment.*

Goldense Group, Inc.  
 1346 South Street  
 Needham, MA 02492  
 www.goldensegroupinc.com

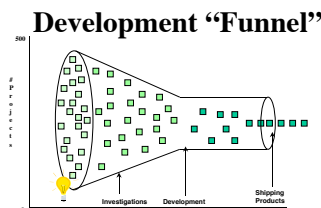
Phone 781-444-5400  
 Fax 781-444-5475



# 20<sup>th</sup> Product Development Metrics Summit

GGI regularly offered seminars and workshops spanning the various types of metrics and their applicability at different management levels for research and product development productivity between 1990 and 2005. The history of these events may be found at the Registration Seminars URL on our site. These executive education sessions were either stand alone seminars, or seminars that occurred as an adjunct to a conference on product development or metrics. These day or day and a half offerings provided value on the selected metrics topics for that session, but the sessions simply did not provide enough time to get at the whole of what is needed to manage the R&D organization, its component organizations, and the purposed investments made by top executives.

GGI's Metrics Summits began in 2005. In three days, it is possible to discuss just about everything that is necessary for comprehensive measurement from the CEO's office to several levels deep into the R&D organization. Then, to have a practical workshop to create a comprehensive set of R&D measures that align with a company's strategy and unify an organization's purpose. Our Metrics Summits stay current with the times. We are prolific secondary researchers and we have been performing primary research on the metrics that corporations use to measure themselves since 1998. Our sixth study, published in 2014, gives us five and ten year benchmarks of corporate change. The trends therein, provide a glimpse of what is coming.



*"Very well presented. You've generated great interest in metrics for my department and company. They will be pursued."*

- Danny Bunn

Manager, Performance Engineering  
Brenco, Inc.

*"Allowed me to move thinking from tactical to strategic. Forward-thinking perspective!"*

- Robert Pittman

Senior Product Manager, Oracle

## Measuring Product Development II [MPD II] - DAY 1

### MPD II Focuses on:

- ✓ Pipeline & Capacity Management
- ✓ Hurdle Rates
- ✓ Trade-off Analysis
- ✓ Break-Even Time (BET) & Time-to-Profit (TTP)
- ✓ Risk & Complexity
- ✓ Planning, Proactive & Predictive Metrics
- ✓ Assembling a set of Metrics for R&D

*"One of the most knowledgeable on engineering metrics/measuring systems that I have come across. A visionary in this important field."*

- Joe Kushuba  
Manager, Business Planning  
GM Powertrain Group

*"Useful insight into best practices in R&D Process."*

- Paulene Duong  
Analyst, Allergan

GGI's renowned MPD Seminar, that served several thousand executives in the late 1990s and early 2000s, was significantly modified to focus on the needs of top executives and relaunched as MPD II.

Originally used to teach second year students at Tufts University Master of Engineering Management program, it was further revised to a corporate context to become the first seminar of GGI's Metrics Summits. MPD II focuses on the advanced techniques and processes for those areas of product development that are hardest to measure, but deliver the most value by measuring them. It covers enterprise-level front-end processes, such as loading the product development pipeline, hurdle rates, tradeoff analysis, and risk and complexity analysis.

The seminar includes case studies, industry examples, twenty secondary research sources, and results from GGI's 6 industry-wide primary research R&D studies, providing participants with sound underpinnings on the techniques and metrics to choose to measure the company's product portfolio and product development process.

*"Actionable!"* - Arginnys Soto  
Senior Research Scientist, Church & Dwight



# 20<sup>th</sup> Product Development Metrics Summit

## Proactive & Predictive R&D Metrics [PPRD] - DAY 2 AM

### PPRD focuses on:

- ✓ Advanced Planning Metrics Frameworks
- ✓ Planning Metrics
- ✓ Corporate vs. Project Metrics
- ✓ Proactive Metrics
- ✓ Predictive Metrics
- ✓ Reactive becoming Planning Metrics

*“Great presentation of implementable tools for a segment of business that has traditionally been nebulous to quantify.”*

- Roger Cote  
Director of Engineering  
Watts Fluid Air

*“Excellent mind-expanding presentation.”*

- Anne Leventry  
EVP R&D, Ball Horticultural

The Proactive and Predictive R&D Metrics (PPRD) seminar leads you to understanding and creating meaningful, forward-looking metrics for R&D.

This seminar focuses on metrics that are used at the planning, definition, and early development stages of R&D - the beginning of the product development process - and prior to the existence of a physical prototype, compiled code or a working sample. The scope of discussion will include measures of overall R&D performance in addition to measure for projects and business functions. Proactive and predictive metrics will be defined and their differences will be explained.

The seminar and its accompanying coursebook contains many examples, case studies, and benchmarking data of different types of metrics used in different industries.

*“Excellent understanding of real world challenges for product development.”*

- Todd Tjoelker  
Engineer  
Benteler Automotive

## Product Development Metrics Portfolio II [PDMP II] - DAY 2 PM & DAY 3

### PDMP II focuses on:

- ✓ Micro Seminars On Metrics:
  - Applied Research
  - Advanced Development
  - Intellectual Property
  - Technical Disciplines
  - Functional Disciplines
  - X-Functional Disciplines
  - Software
  - RD Supplier Management
- ✓ Metrics Frameworks
- ✓ Linked Metrics Portfolio®
- ✓ Portfolio Creation Workshop
- ✓ Implementing Metrics

*“Great, comprehensive baseline in metrics.”*

- Tom Newell  
Senior Director, Program Management  
Advanced Micro Devices [AMD]

The Product Development Metrics Portfolios II (PDMP II) seminar leads you to an understanding and creation of linked portfolios of metrics for managing the R&D organization overall as well as the projects, functions and improvement initiatives within R&D.

The seminar guides you through GGI's Linked Metrics Portfolio (TM) Method, a powerful, step-by-step methodology to create a linked set of metrics portfolios. We address perspectives on goal setting; and descriptions of infrastructures for corporate vs. project metrics and proactive vs. predictive metrics. Examples are provided for a dozen different metrics structures, such as corporate, capacity management, project team and functional metrics. Details on sizing, assembling and implementing a metrics portfolio are also provided. The **goal** of PDMP II is to emerge from the workshop with a set of metrics suitable for managing the R&D organization as an overall entity; and the projects, functions, and improvement initiatives within R&D.

*“Extremely enlightening, very practical, and ahead of the curve. That's where we strive to be!”*

- Leyla Capitelli  
Associate Director, Johnson & Johnson



# Product Development Metrics Summits

## Metrics for R&D Leaders!

### Courses & Schedules

<u>Dates</u>	<u>Venue</u>	<u>One or Two People Each</u>	<u>Teams of 3 or More Each</u>
October 18-20, 2016	Entire Summit & Workshop	\$1899	\$1645
October 18-20, 2016	First 2 Seminars Only	\$1399	NO TEAM RATES

- A block of rooms at favorable rates, that include a full made-to-order breakfast, have been set aside at the conference hotel until Friday September 16, 2016, after which they will be released to the general public.

- If scheduling conflicts force a need to cancel, refunds will be available until Friday September 16, 2016, after which the full charges will be incurred. There is a 10% service charge on the registered Summit price for all refund transactions.

- The Summit starts at 9:00 AM and runs to 5:00 PM on the first day. Day two starts at 8:30 AM and runs to 5:00 PM. The final day starts at 8:30 AM and runs to 4:00 PM 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. The facility is 100% Wi-Fi.

### Seminar Faculty

**Bradford L. Goldense**, NPDP, CMfgE, CPIM, CCP, [seminar leader] is Founder and CEO of Goldense Group, Inc. [GGI], a thirty year old Needham Massachusetts consulting, research, and education firm concentrating in advanced business and technology management practices for companies that create and commercialize products. Mr. Goldense has consulted to over 250 of the Fortune 1000 and has worked on productivity improvement and automation projects in over 750 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 product development, R&D metrics, and innovation. 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 250 articles in industry trade press. Brad is past Worldwide President of the Society of Concurrent Product Development [SCPD], and he served on the board of the the American Society of Engineering Management [ASEM]. He was a faculty member in the Masters of Engineering Management Program at The Gordon Institute of Tufts University for twenty years.

**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 40 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.

### Check Payment

The easiest way to register is to pay by credit card through GGI's The Wisdom iStore at [www.goldensgroupinc.com](http://www.goldensgroupinc.com).

If you wish to pay by check please make your check payable to "Goldense Group, Inc." and mail it to Goldense Group, Inc., 1346 South Street, Needham, MA 02492. Please provide contact information for the registrant or registrants and we will contact you to confirm.

Your conference hotel is the **Four Points Sheraton - Norwood Hotel & 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 230 rooms; mostly standard queen, along with a number of suites or king corners. Rooms are \$140 daily (including an excellent full breakfast buffet). King corner rooms are \$160 and suites \$180 per day. Suites include a small meeting area. Call early to reserve a special room. Mention the "GGI Summit" to assure your room discount. Hotel rooms are blocked for GGI until Friday September 16, 2016.

The hotel has an excellent restaurant, One Bistro. "The Bistro" is also popular locally as a place to dine and have drinks. Complimentary van service is available for all restaurant establishment within a five mile radius. There are many excellent choices within walking or courtesy van distance. Dining in downtown Boston is also possible for those who rented cars