

- NOTE -To Our Customers

These Three
Agendas
&
Table Of Contents

are from the

13th
Metrics Summit.

The Three Course Books

will be

Freshly Updated

for the

14th
Metrics Summit.

GGI Seminar Series

Metrics Summit

Presented

June 19-21, 2012

Goldense Group, Inc. 1 Goldense Group, Inc. P. www.goldensegroupinc.com

1346 South Street P. O. Box 350 Needham, MA 02492 Dedham, MA 02027 Phone 781-444-5400 Fax 781-444-5475

MEASURING PRODUCT DEVELOPMENT II

SEMINAR AGENDA & Table of Contents

This document contains **privileged and/or confidential information** and is intended only for the use of the addressee. Any reproduction of this document without the express written consent of Goldense Group, Inc. is prohibited.

Copyright © 2005-2012 Goldense Group, Inc. All Rights Reserved.

ISBN10 1-932468-41-2 ISBN13 978-1-932468-41-0

June 19

TABLE OF CONTENTS	PAGE
State Of Practice In The Early 21st Century	3
R&D Productivity	14
Pipeline Management	32
Capacity Management	54
Hurdle Rates	62
Trade-Off Analysis	74
Break-Even Time [BET] & Time-To-Profit [TTP]	88
Risk & Complexity	97
R&D Metrics Utilized	139
A Set Of Metrics For R&D	145
Assembling A Set Of Metrics For R&D	154
The Future Of R&D-NPD Metrics	171
Summary	179-182
••••••	•••••
APPENDIX A: GGI Company Profile	184-187
APPENDIX B: Bibliography	188-198

Goldense Group, Inc. 1 Goldense Group, Inc. P. www.goldensegroupinc.com

1346 South Street P. O. Box 350 Needham, MA 02492 Dedham, MA 02027 Phone 781-444-5400 Fax 781-444-5475

PROACTIVE & PREDICTIVE R&D METRICS

SEMINAR AGENDA & Table of Contents

This document contains **privileged and/or confidential information** and is intended only for the use of the addressee. Any reproduction of this document without the express written consent of Goldense Group, Inc. is prohibited.

Copyright © 1999-2011 Goldense Group, Inc. All Rights Reserved.

ISBN10 1-932468-38-2 ISBN13 978-1-932468-38-0

June 20 AM

TABLE OF CONTENTS	PAGE
The Big Picture	3
Forward Metrics Framework	11
Planning Metrics	20
Proactive Metrics	45
Predictive Metrics	59
Reactive Metrics Become Planning Metrics	92
Summary	103-113
•••••	•••••
Appendix A: GGI Company Profile	114
Appendix B: Bibliography	118-120

Goldense Group, Inc. 1 Goldense Group, Inc. P. www.goldensegroupinc.com

1346 South Street P. O. Box 350 Needham, MA 02492 Dedham, MA 02027 Phone 781-444-5400 Fax 781-444-5475

PRODUCT DEVELOPMENT METRICS PORTFOLIOS

SEMINAR AGENDA & Table of Contents

This document contains **privileged and/or confidential information** and is intended only for the use of the addressee. Any reproduction of this document without the express written consent of Goldense Group, Inc. is prohibited.

Copyright © 2002-2011 Goldense Group, Inc. All Rights Reserved.

ISBN10 1-932468-39-0 ISBN13 978-1-932468-39-7

June 20 PM

June 21

SECTION	TOPIC	PAGE
PERSPECTIVES	Goal Setting Effectiveness vs. Efficiency	3 9
METRICS STRUCTURES	Corporate vs. Project Metrics vs. Functional vs. Improvemen Predictive vs. Reactive Metrics	t 13 21
SPECIAL PURPOSE	Product Selection Metrics Hurdle Criteria Project Team Contract Metrics Post-Launch Criteria Improvement Initiatives Metrics	34 47 61 66 76
GENERALLY UTILIZED	Corporate Metrics Portfolio Management Metrics Intellectual Property Metrics Capacity Management Metrics Basic & Applied Research Metrics Advanced Development Metrics Project Tracking Metrics Functional Metrics Cross-Functional Metrics	81 101 116 127 149 151 160 206 219
INDUSTRY SPECIFIC	Software Pharmaceutical & Biotech & Life Sciences	229 243
PORTFOLIOS	Sizing Assembling Implementing	245 260 275
Appendix A: GGI Company Appendix B: Bibliography		287 91-300

Goldense Group, Inc. 1346 South Street Needham, MA 02492 Phone 781-444-5400 Goldense Group, Inc. P. O. Box 350 Dedham, MA 02027 Fax 781-444-5475

www.goldensegroupinc.com

Copyright © 2012 Goldense Group, Inc. All Rights Reserved.