

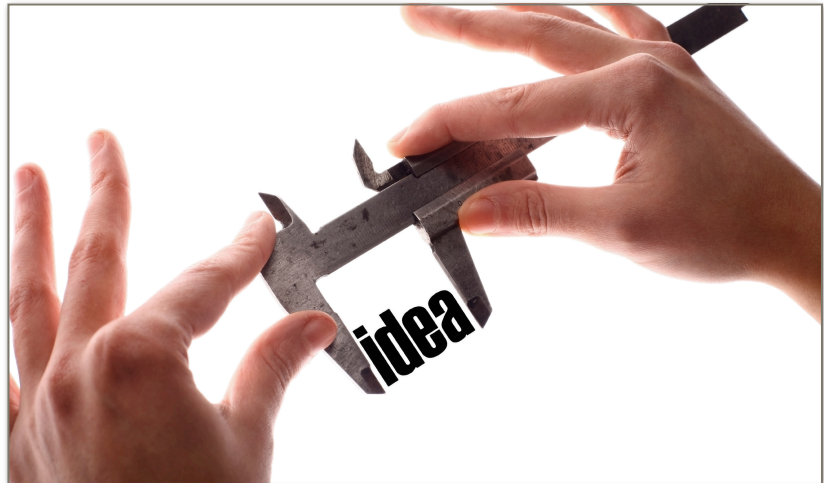
# MEASURING PRODUCT DEVELOPMENT PRODUCTIVITY AND PERFORMANCE

LED BY BRADFORD L GOLDENSE

3rd & 4th October 2017 | The Møller Centre, Cambridge, UK

## Reasons to Attend

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



## Why is this Masterclass important to you?

There has been the equivalent of a sea change in the metrics companies use since the market crashed in 2008. It became evident in 2013 and is ongoing. Did you reorient your metrics, by about 25%, towards business and financial output in the past five years?

This Masterclass covers everything an executive needs to know relating to measuring R&D, Advanced Development, Product Development, Innovation, Technical and Functional Competencies, R&D Productivity, and R&D-related Intellectual Property. We will connect the numerous metrics going three levels deep into the R&D-Product Development organisations to the handful of KPIs needed by CEO for financial reporting and investors in a single one-page portfolio.

The selections of metrics are different for every company, and highly strategy dependent. You get what you measure. Don't worry, you'll get to include any of the metrics you measure today in your final workshop solution. GGI is consistently told by leaders, who enter believing that they have strong metrics, that they have a great many things they are going to discuss doing and undoing when they get back to their office.

Senior executives wishing to put themselves and their colleagues in a better position to direct and drive product creation and commercialisation should strongly consider



## Day One

### *C-Level Performance*

New Product Vitality  
 ROI Innovation  
 Protected Revenues  
 Asset-Based Indicators  
 Product Portfolio Strategy  
 Risk & Complexity  
 Capacity Management  
 Throughput and Pipeline Yield  
 Hurdle Rates  
 Top 100 Corporate Metrics

### *Investment, Project, Product Performance*

Trade-Off Analysis  
 Time-to-Profit  
 Effectiveness vs Efficiency  
 Planning, Proactive and Predictive Metrics

## Day Two

### *Managerial and Personnel Performance*

Technical Disciplines  
 Functional Disciplines  
 Competencies  
 Staffing and Turnover

### *Selected Organisation Integrations*

Advanced Development  
 Intellectual Property  
 Software  
 IloT & IoT

### *Linked Metrics Portfolio® Assembly & Report-Out*

attending. Many participants have said, "this Masterclass covers everything an officer or senior manager needs to know on the subject of Metrics."

## Workshop Faculty

### ***Bradford L. Goldense, NPDP, CMfgE, CPIM, CCP***

Brad Goldense is Founder and CEO of Goldense Group, Inc. [GGI], a thirty-one year old Needham, Massachusetts consulting and education corporation concentrating in advanced business and technology management practices for product strategy, management, development, and commercialisation. Mr. Goldense has consulted to over 200 of the Fortune 1000 and has worked on productivity improvement and automation projects in over 500 manufacturing locations across North America, South America, Europe, Asia, and the Middle East.



Mr. Goldense is a retired member of the graduate engineering school adjunct faculty at the Gordon Institute of Tufts University in Medford, MA, after lecturing and teaching for nineteen years. He holds a BS in Civil Engineering from Brown University and an MBA focused in Cost Accounting and Operations from Cornell University. Brad is a certified New Product Development Professional [NPDP] by the Product Development and Management Association [PDMA], a Certified Manufacturing Engineer [CMfgE] by the Society of Manufacturing Engineers [SME], a Certified Computer Professional [CCP] by the Institute for Certification of Computer Professionals [ICCP], and is Certified in Production and Inventory Management [CPIM] by the American Production and Inventory Control Society [APICS].

Brad is Founder and past President of the Society of Concurrent Product Development [SCPD], the successor organisation to the Society of Concurrent Engineering [SOCE] that spawned from IBM in the early 1990s. After fifteen years of volunteering to further the principles of concurrent engineering and product development, Mr. Goldense turned the organisation over to a group centred in 3M in 2006. He retired from the board in 2012. A number of periodicals and international organisations spawned from SOCE and SCPD efforts that continue today. Many corporations have adopted concurrent values.

Mr. Goldense is a past member of the Board of Directors of the American Society for Engineering Management [ASEM], a past chapter president of SME's Computer & Automated Systems Association and a past SME regional officer. He was a member of SME's National Technology Council. In that capacity, he wrote much of today's CMfgT and CMfgE examination. He maintains his memberships in APICS, SME, ASME, ASEM, IEEE, and ACM dating to the 1990s and before; and PDMA and ISM since the early 2000s. Mr. Goldense served for six years on Cornell University's Technology Transfer Committee and the Cornell Johnson Executive Committee.

Brad has appeared on Alexander Haig's World Business Review, and on Public Television, PBS The Business & Technology Network, and CNBC. He has authored or been quoted in some three hundred articles on competitive product development and manufacturing with known industry publications such as Business Week, CFO, Design News, R&D Magazine, Product Design & Development, Purchasing, and others. He currently writes "Goldense On Product Development," the inside back page article for Machine Design, a monthly Penton Publishing magazine.

Mr. Goldense is a Subject Matter Expert in Product Strategy, Marketing, R&D, Product Development, Advanced Purchasing and Manufacturing, and the integration of these functions to create, develop, and commercialise winning platforms and products for medium and large companies.

Prior to founding GGI in 1986, Mr. Goldense held positions at Index Group [the Cambridge-based think tank that spawned "reengineering, now part of CSC], Price Waterhouse Consulting, Texas Instruments, and his family's engineering business.

Brad enjoys woodworking, landscaping, reading, boating, and is an avid fresh water fisherman.

## Testimonials

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"Addresses a topic that has been ignored or undervalued for too long. All other aspects of Corporate life, outside of product development, are measured and tracked. The time has come to measure and optimise product development."- **Mark Sherwood, Director, Engineering, Cisco Systems, Inc.**

"Helped me turn my ideas on metrics from fuzzy to specific and actionable. R&D can be a company's biggest discretionary expense. We had better achieve a proactive ability to measure impact and efficiency."- **Donald Munroe, VP, Global Program & Portfolio Mgt., Invitrogen Corp.**

"It's obvious that Brad has amassed an incredible knowledge base on metrics for corporate R&D. The format of the seminar with interaction with other companies is an excellent vehicle for learning and building a solid metrics starting point."- **Art Rofano, Senior Manager, Quality Assurance, BEA Systems, Inc.**

"The course work proved quite valuable and provided our team with new ideas on how to measure and report product development processes and results in our organisation. I would highly recommend the Summit to anyone who is responsible for innovation and product development processes in their own organisation."- **Matt Kramer, Research Director, Ball Horticultural Company**

"This was a dynamic seminar that really opened my mind to many more ways in which metrics can help my department & my company. Also interesting that many concepts of R&D relate across very different industries."- **Hillary McKellar, Program Manager, Cubist Pharmaceuticals**

"This summit provides the right balance between theory and practical application of the concepts. It's the only session where I left with company-specific tool to use immediately."- **Herm Rosenman, VP Finance & CFO, Gen-Probe**

"This extraordinary conference provided me with a great deal of pertinent and invaluable information to provide value to my company. The experiences and group interactions was well worth the time and money."- **Mike Dagar, General Manager, Solutions Development, Sunguard Higher Education**

"The working groups were very good as the exposure to adjacent companies approach metrics were discussed, debated and will be carried back to my company."- **Rich Dowell, VP, Research & Development, Wellman Products Group**

"Extremely enlightening, very practical and ahead of the curve. That's where we strive to be!"- **Leyla Capitelli, Associate Director & Functional Coordinator, Johnson & Johnson**

"Fantastic and I look forward to implementing what I learned to improve my company's success rate. Very different from other product leaders courses, actually measures projects in a tangible way."- **Kevin Luebke, Project Manager, R & D Operations, Abbott Animal Health**

"This workshop provided a unique opportunity to explore the often overlooked significance of identifying and applying metrics to development processes and how these metrics directly lead to an increase in product performance at lower cost & greater market share ."- **Brian Hill, VP, Product Development Zebra Imaging Inc.**

"Comprehensive and complete summary of available tools (metrics) for R&D and NPD. Statistical and industrial reference data offered."- **Alex Kindt, Director, Engineering, IDEX Corporation**

## Event Host

### *About The Moon on a Stick Ltd*



We are a company based in the UK, and have been born out of the re-branding of Pure Insight. Our main focus is on working with global organisations to help them embed a sustainable Front End Innovation process into their organisation, allowing them to identify the trends that will affect their businesses in the future and working out scenarios that may occur from those trends and create advantageous opportunity spaces for them to exploit. To date we have taught over 60 companies and in excess of 600 practitioners our easy to follow processes.

As a business we have in excess of 50 years experience in the innovation spaces with companies such as Marks and Spencer, Unilever, Mars, Ford, CPL and Boots Healthcare International.

For more information on what we do, and how we could help you, have a conversation with us by calling +44 (0)7535 669017 or writing to [sean@the-moon-on-a-stick.com](mailto:sean@the-moon-on-a-stick.com).

## The Venue

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### *The Møller Centre, Cambridge, UK*



The Møller Centre is a world-class dedicated residential leadership development and conference centre at Churchill College, in the University of Cambridge.

There is a fast and frequent rail service from London King's Cross (45 minutes) & London Liverpool Street (1 hour 15 mins) and Stansted Airport (30 minutes) through to Cambridge. There are excellent connections from Scotland & the North via Peterborough, as well as services from Birmingham & the Midlands, East Anglia & the North West. Cambridge train station is about a 20 minute taxi ride from The Møller Centre. There is free on-site parking for over 150 cars.

We have made arrangements to hold a number of bedrooms at the centre for delegates of this course. These are available on a first come, first served basis and if you are interested, please advise us when making your course booking.

## Course Fee

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The cost of this 2 day course is £1,699, which will include attendance at all plenary sessions and all course materials. It does not include the cost of travel or accommodation.

## How to make a booking

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**On line at: <https://goo.gl/paAXhR>**

**By telephoning Sean Warren on +44 (0)7535 669017**

**By e-mail to: [sean@innovation-masterclass.com](mailto:sean@innovation-masterclass.com)**

## Terms and Conditions

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### *Payment*

Payments must be made before the event takes place. The Moon on a Stick (MOAS) reserves the right to deny access without payment. Any discounts offered are only valid if payment is made under the MOAS terms of 15 days from date of invoice. If payment is not received within this time, a new invoice, for the full price will be issued.

### *Cancellation Policy*

Subject to the conditions below, delegates are entitled to a full refund (less administration fee of £75) up to 28 days from the original date of registration. No refunds can be made for cancellations received after this date or for delegates who fail to attend the event. Substitutions are however welcome. In the case of substitutions not being possible, MOAS will offer a credit note, which can be redeemed against future MOAS events for a period of 12 months from the date of cancellation. Where bookings are made less than 28 days prior to the class, only credit notes will be offered should delegates wish to cancel, or not be able to attend.

### *Cancellation of the Event*

In the unlikely scenario of the event being cancelled, either through force majeure or for any other reason, the liability of MOAS will be limited to the full return of the registration fee. No other claims against MOAS will be considered.

### *VAT*

Under EU Council Directive 2006/112/EC MOAS will only charge VAT on events held within the UK

The Moon on a Stick Ltd, Business Central, 2 Union Square, Darlington, DL1 1GL

The Moon on a Stick Ltd is company registered in England and Wales