



“I am sharing **new techniques for the first time** at this workshop that will improve the five most important aspects of a NPD process. **If you have an idea-to-launch process in place and want to dramatically move the needle of its performance, this workshop is for you**”

**EARLY
BIRD OFFER**

Register before
27th March 2009
and save
£200!

BASED ON THE MOST RECENT RESEARCH AND REAL LIFE EXPERIENCE

Learn the newest ways to take your development and portfolio management process one step ahead of your competitors

A TWO DAY INTENSIVE WORKSHOP FROM: **DR. ROBERT COOPER**

For companies who have already introduced a new product process (such as Stage-Gate®) and yet are still struggling to get the financial results they expected.

Maximise Your Productivity in Product Innovation

Advanced Stage-Gate® Workshop: Best Practice Techniques for Accelerating Your New Product Process

14-15 MAY 2009

Sheraton Hotel
Heathrow
London, UK

- **Right size your idea-to-launch system and allow for flexibility and scalability**
- **Dramatically increase profits, success rates and time to market based on what top performers are doing**
- **Overhaul and improve your Stage-Gate® process**

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www.pure-insight.com/seminars/advanced-stage-gate

A MESSAGE FROM THE WORKSHOP LEADER DR. ROBERT COOPER

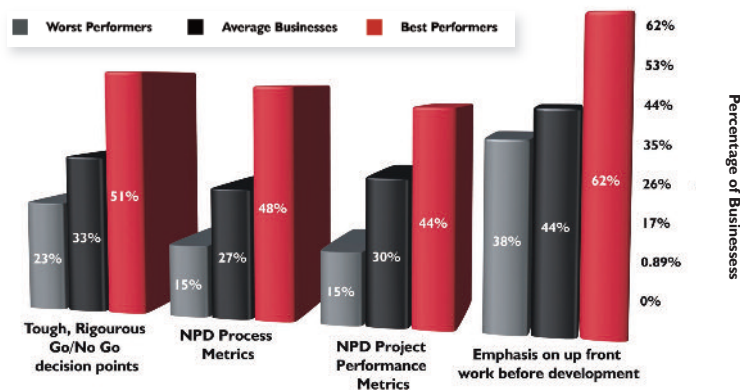


“Many companies that have already introduced a new product process (such as Stage-Gate®) are still struggling to get the financial results they expected”

Projects take too long, the development pipeline is clogged with too many projects, and more often than not, key projects are not properly resourced at the right time. If you are not happy, with your answers to the below questions then join me in May to get the answer and tools you need.

1. Are you satisfied with your business's development time – or does it seem to take forever to get vital new products to market?
2. Is your new product process too bureaucratic and not agile enough to deal with today's fast-paced world?
3. Is your development process too rigid – or does it adjust to accommodate different types of projects; and is there an XPress version for smaller projects and customer requests?
4. Are you doing the right front-end homework on projects – getting the facts to get the product definition right and make the right Go/Kill decisions?
5. Are you doing the right development projects – or do you have too many small, low-value projects in your development portfolio?

FIG. 1: BEST PRACTICES OF TOP PERFORMERS



WHO SHOULD ATTEND?

This workshop is aimed at decision-makers who can impact the way their business goes about conceiving, developing and launching new products. This includes:

Vice Presidents, Directors and Senior Managers in Marketing, R&D, Product Engineering, Business Development, Portfolio Management, Operations and General Management

ABOUT THIS SEMINAR

“Having a well-defined product process, such as Stage-Gate®, is a strong feature of best practice companies – with as many as 73.3% of these businesses claiming to have such a NPD process in place”

PRODUCT DEVELOPMENT AND MANAGEMENT ASSOCIATION (PDMA)

A large benchmarking study by the American Productivity & Quality Centre (APQC) reveals that: “virtually every best practice company has a stage-and-gate system in place” and that it is “just necessary for doing business”.

Even with a well-defined idea-to-launch system, firms have recognised that greater success rates and bigger profits are achieved by applying new best practices. **The secret is not so much what process you have, but how you go about applying it.** This step-by-step workshop, taught by a world leader, shows you how. Over 2-days, Dr. Cooper will provide insights into the **best practices that really distinguish the top performing businesses in product innovation** – practices designed to achieve greater speed, better profitability and higher productivity in new product development.

DAY ONE 14 MAY 2009

New Best Practices For Idea-To-Launch Systems

EARLY BIRD OFFER

Register before 27 March 2009 and save **£200**

08:15 Registration & Coffee

09:00 Open and welcome

09:15 SESSION I

WHY NEW PRODUCTS FAIL, WHY THEY ARE LATE TO MARKET, WHAT TO DO ABOUT IT

How is your new product performance? This introduction sets the stage for the many solutions that will follow the next two days including:

- Industry data on new product performance that you can benchmark against
- The major reasons for NPD failure
- What top performers do differently?

10:30 SESSION II: Team Exercise

WHY SO LATE? WHY SO MANY FAILURES?

Defining the Problem. Participants discuss why new products underperform in their companies and what to do about it.

11:00 Networking break

11:15 SESSION III

TAILORING & STREAMLINING YOUR NEW PRODUCT PROCESS TO HANDLE DIFFERENT TYPES OF PROJECTS

Most business' new-product

development processes are too large and slow, especially for the many smaller projects. Learn how to streamline your process to suit different types of projects. And learn about different versions of Stage-Gate® such as Stage-Gate® Lite, Stage-Gate® XPress as well as processes for technology development.

12:45 Lunch

13:45 SESSION IV

REMOVING THE TIME-WASTERS TO ACCELERATE THE IDEA-TO-LAUNCH SYSTEM

In top performing businesses, the typical "slip rate" of development projects is about 15% of their scheduled time-to-market. That's good performance! What is your slip rate? In poorer firms, projects are late by roughly 45% of scheduled time. Learn about strategies to dramatically decrease time-to market and cut your slip rate to an acceptable level. Topics include identifying non-value added activities, removing the waste, adding flexibility to your Stage-Gate® process, using value stream analysis, flow-charting, continuous improvement, and undertaking effective post-launch reviews.

15:15 SESSION V: Team Exercise

Try one of the techniques to remove waste and accelerate a project to market, using real-life case studies.

16:00 Networking break

16:15 SESSION VI

ENSURING THE RESOURCES ARE IN PLACE TO ACCELERATE THE IDEA-TO-LAUNCH PROCESS

Only 10.7% of companies provide adequate resources to the project team. Poor planning and under-estimating resource needs is one problem. Another is the failure of senior management to commit the resources and to keep the commitment. Learn how to make:

- Better resource estimates including resource capacity analysis
- Effective resource commitments at gates

17:45 SESSION VII

INTEGRATION OF THE DAY

Main topics are summarised and questions answered.

18:00 Wrap-up of Day One

18:30 Networking Drinks

19:30 **Presenters Meal** - Any delegates who are members of Pure Insight's Innovation Leader Programme share an exclusive dinner with Dr. Robert Cooper.

BOOK YOUR PLACE

ONLINE www.pure-insight.com/seminars/advanced-stage-gate

FAX +44 (0) 845 280 4905

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DAY TWO

15 MAY 2009

The True Anatomy of Productivity

08:00 Continental Breakfast

08:30 REVIEW SESSION

Review of unresolved Day One issues

08:45 SESSION VIII

DATA INTEGRITY AND GETTING THE FACTS

You can't make good new product decisions with bad data! So focussing on the front-end and doing up-front homework – market studies, technical assessments and business analysis – improves the odds of success. But how much homework is enough? And what is the right homework?

- Product Definitions: Building in the voice of the customer
- The differences between the voice-of-customer, voice-of-salesperson, and real market needs
- Making better sales estimates
- Managing changing information and flexible definitions effectively

10:30 Networking break

10:45 SESSION IX

SELECTING PROJECTS TO YIELD THE RIGHT BALANCE & MIX IN YOUR DEVELOPMENT PORTFOLIO

Most poor performing companies have far too high a proportion of smaller, low risk and lower value projects. Topics are:

- How to use best-practice project selection methods
- Strategic buckets and product roadmapping to help balance your portfolio

- Scorecards and the productivity index to value projects

12:30 Networking lunch

13:30 SESSION X

IMPLEMENTING GOOD GOVERNANCE IN NPD – GETTING THE GATES AND PORTFOLIO REVIEWS WORKING RIGHT

As go the gates so goes the process! But most companies confess to serious problems with their gates – an inability to kill bad projects, too much bureaucracy and a failure to commit the needed resources.

- Lean gates with teeth
- Cutting bureaucracy
- The right ways to run gate meetings and portfolio reviews
- The role of the process manager
- Gatekeepers rules of engagement

15:15 Networking Break

15:30 SESSION XI: Group Exercise

BACK TO YOUR BUSINESS – AN IMPLEMENTATION ACTION PLAN

An opportunity to discuss what to take back and implement in your businesses. Each participant will take away a step-by-step action plan to implement the many learnings from the seminar.

16:15 SESSION XII

Wrap up and Q&A

16:30 End of seminar - Beginning of implementation

10 REASONS TO ATTEND

1. Accelerate your NPD process and dramatically increase profits, success rates and time to market based on what the top performing firms are doing
2. Implement NexGen Stage-Gate® and Stage-Gate® XPress to accelerate your gating and portfolio management process – make Go-Kill decisions more swiftly
3. Right-size your idea-to-launch system and allow for flexibility and scalability – to suit different sizes, types and risk-level projects
4. Determine what data is critical to make key development decisions and how to accelerate its generation and improve its integrity
5. Significantly improve your gating and portfolio management process to identify higher value projects, yet make decisions faster and more efficiently – “lean gates with teeth”
6. Improve the effectiveness and efficiency of the front-end of projects – doing the right front-end home work, and strategies to build voice of the customer
7. Balance the need for sharp, early product definition with the desire to remain flexible and respond to dynamic market conditions and needs
8. Determine the right mix of development projects – large versus small; long term versus short term; significant new products versus minor tweaks
9. Decrease cycle time and slip rate through effective resource management
10. Screen out bad projects early on and ensure that resources are allocated on time to winning projects

BRAND NEW BEST PRACTICES PRESENTED FOR THE FIRST TIME IN THE UK

Learn the newest ways to take your development and portfolio management process one step ahead of your competitors

further information can be found at

www.pure-insight.com/seminars/advanced-stage-gate

SHERATON HEATHROW HOTEL AIRPORT

Sheraton Heathrow Hotel is conveniently located only minutes from London's Heathrow Airport. It has recently undergone extensive renovations, and features: hotel-wide high-speed Internet access, comfortable guest rooms featuring the Sheraton Sweet Sleepers™ bed, complimentary Sheraton Fitness facility, and Sheraton Club rooms and Club lounge.

**Sheraton Heathrow Hotel, Heathrow Airport,
Colnbrook Bypass, West Drayton UB7 0HJ United Kingdom
Phone: +44 (0) 208 283 1579 Fax: +44 (0) 208 283 1508**



Pure Insight has reserved a block of rooms at a special rate of just £114 B&B including VAT for delegates staying at the workshop hotel. Please reserve your accommodation early and directly with Chloe at the Sheraton Heathrow Hotel to avoid disappointment. Accommodation is not included in the workshop fee.

ABOUT PURE INSIGHT

Pure Insight's primary function is the generation and communication of insight into what works and what doesn't in innovation leadership and management. Delivered via a vibrant, relevant and highly personalised programme of activities we help product innovation leaders and their teams to perform better in their roles, and to respond to the pressures they face brought about by global competition. www.pure-insight.com

WEBINARS

- **BALANCING YOUR PORTFOLIO TO LINK TACTICS WITH STRATEGY:** Making better decisions to deliver outstanding customer experiences and improved returns
- **INTRODUCTION TO IDEA-TO-LAUNCH SYSTEMS:** Why Stage-Review-Gates are so effective for managing product development
- **USING PORTFOLIO MANAGEMENT TO RE-SHAPE YOUR BUSINESS:** How to ensure that you are moving ever closer to towards the ideal product portfolio
www.pure-insight.com/webinars/previous

INNOVATION LEADER PROGRAMME

Our Innovation Leader Programme is restricted to industry practitioners. Through a structured calendar of live and web based events and forums throughout the year, membership gives 'inside track' access to company insights and facilitates peer to peer exchanges that cannot be revealed to a wider audience.

To find out more contact martin.odoherty@pure-insight.com or call: +44 (0)1325 329 870

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COMPANIES THAT HAVE ATTENDED PURE INSIGHT / DR ROBERT COOPER SEMINARS:

Ahlstrom, Alcan, Baxi, Black & Decker, Beiersdorf AG, Boots, BSKyB, Bugaboo, Cadbury, Colgate, Corus Research, Crown Packaging, Dairy Crest, DePuy, Draeger Safety (AG), Diageo, Hasbro, Heinz, KCI Medical Products, Kelloggs, Mars, Nokia, PepsiCo, Philips, Procter & Gamble, PZ Cussons, Rolls-Royce, Sara Lee, Shell, Smith & Nephew, Stahl, WL Gore, Xerox...

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Bubble is a leading consulting firm specialising in new product development and commercialisation. Working across Europe and North America we help our clients achieve their growth targets through improved product strategies and innovation processes. We apply our extensive experience of world class processes for identifying the right products, accelerating their development, powering their commercialisation and establishing the right supply chains to maximise their profitability.

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**Innovation Framework
Technologies**



Innovation Framework Technologies specialises in helping companies to build and implement robust innovation processes for repeatable success. Our software based solution delivers world-class best practices and processes for integrated portfolio, Stage-Gate®, project and idea management, and cuts the time, cost and complexity of managing innovation. www.innovation-framework.com



STRATEGYN

Strategyn UK helps product and service companies in B2B and B2C sectors create corporate innovation programmes that drive product, service, operational and business model innovation. We enable companies to create a culture of innovation and a systematic, rigorous engine for risk-mitigated organic growth. At the heart of our approach is Outcome-Driven Innovation™. www.strategyn.co.uk

ALL DELEGATES RECEIVE:

- An interactive workshop format, including plenty of Q&A and discussion opportunities
- Numerous cases studies, illustrations, and examples from other businesses
- Comprehensive workshop materials including:
 - Copy of all presentation materials
 - Examples, templates, guidelines and checklists
- Lunch and networking break refreshments

CONTACT PURE INSIGHT LIMITED

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THE WORKSHOP LEADER

Dr. Robert G. Cooper, author of best-selling books "Winning at New Products" and "Portfolio Management for New Products", has published more than 100 articles on new products, R&D and innovation management.

He is Professor Emeritus at the DeGroote School of Business, at McMaster University (Ontario, Canada) and ISBM Distinguished Research Fellow at Penn State University's Smeal College of Business Administration, USA. He is founder and president of the Product Development Institute and was recently ranked "world's top innovation management scholar" by the prestigious US publication, Journal of Product Innovation Management. He is the creator of the Stage-Gate® system, used globally by most major firms to drive new products to market.

He is recognised as one of the leading authorities in the field of innovation, technology and new product development and his methods have been introduced globally by many companies including P&G, 3M, ABB, AT&T, Carlsberg, Caterpillar, DuPont, Exxon Chemicals, HP, Emerson Electric, Nokia, Kraft Foods, Reckitt-Benckiser, Siemens, Lego, Pfizer, VISA and many others.

PREVIOUS PARTICIPANTS IN DR ROBERT COOPER'S WORKSHOPS SAID

"Excellent seminar, the context was spot on and provided a great deal of food for thought and take-aways to go back to work with"
Iain Jefferies – Hasbro

"Every page/slide relevant to our business. Passion, depth of knowledge, practical experiences of Bob - Excellent!"

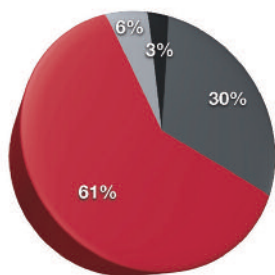
Peter Cotterill - Oxley Developments Company

"Once again, remarkably aligned with current issues within the industry"

Stéphane Egret – Oriflame Cosmetics

"As usual Dr. Cooper's dynamic style and real world examples are an inspiration"

Dr Janet Halliday – Controlled Therapeutics



- Outstanding
- Excellent
- Very Good
- Good

REGISTRATION FORM ALL PRICES QUOTED EXCLUDE VAT

FEES

WORKSHOP FEE

EARLY BIRD

PURE INSIGHT MEMBERS

2 DAY WORKSHOP

£1,500

£1,300

starts at £910

Registration fees **do not** include accommodation at the workshop hotel, which must be booked directly +44 (0)20 8283 1688

I am a member of Pure Insight's Innovation Leader Programme

Please register the following delegate

(for additional delegates please register online or photocopy)

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For payment please supply a purchase order reference or credit card details

PURCHASE ORDER REF

PLEASE BILL MY VISA MASTERCARD AMERICAN EXPRESS

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CREDIT CARD NUMBER

START DATE	EXPIRY DATE
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SIGNATURE

TERMS & CONDITIONS

CANCELLATION POLICY Cancellations can be made up to and including 1st April 2009 during which period the workshop fees, less 20% will be credited. No refunds can be made for cancellations received after this date. Substitutions are welcome.

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 Pure Insight Limited will be limited to the full return of the registration fee. No other claims against Pure Insight Limited will be considered.

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* Members of Pure insight's Innovation Leader Programme receive substantial discounts and enjoy an exclusive networking dinner with Dr. Robert Cooper, see www.pure-insight.com/membership for more information. Or call Martin ODoherty on +44(0)1325 329 870