

MEASURING PRODUCT DEVELOPMENT PRODUCTIVITY AND R&D PERFORMANCE

INSTRUCTION LED BY BRADFORD L GOLDENSE

5th and 6th November 2019 | London Stansted Airport, UK

FIVE 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.
- v. Walk away with a your integrated scorecard of metrics specific to your organisation, tying 3-5 levels of the organisation together, ready for implementation when you return to the office.



Why is this Management Seminar important to you?

There has been a sea change in the metrics and analytics that companies use since the Great Recession. It became evident in 2013 and is ongoing. Are you reorienting your KPI's towards business and financial output these past five years? Are you up on how big data analytics is an advancing R&D and NPd performance measurement?

This seminar covers everything an executive needs to comprehensively measure R&D, Advanced Development, Product Development, Innovation, Technical and Functional Competencies, R&D Productivity, and R&D-related Intellectual Property. We will connect the key 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. We encourage you to bring a list of your current metrics with you, for your private reference. 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.

Day One

Company or Corporate Performance

New Product Vitality
Advanced Development Impact
ROI Innovation
IP-Protected Revenues
Capital & Asset Indicators
Roadmap and Portfolio Tallies
Risk & Complexity
Capacity Management
Throughput and Pipeline Yield
Proactive and Predictive Metrics
Top 100 Corporate Metrics

Investment, Project, Product Performance

Hurdle Rates
Trade-Off Analysis
Time-to-Profit
Effectiveness vs Efficiency
R&D Spending Performance

Day Two

Managerial and Personnel Performance

Technical Disciplines
Functional Disciplines
Competencies
Staffing and Turnover

Essential Disciplines Integrations

Advanced Development
Intellectual Property
Software
IIoT & IoT

Linked Metrics Portfolio® Assembly & Report-Out

Senior executives wishing to put themselves and their colleagues in a better position to direct and drive product creation and commercialisation should strongly consider attending. Many participants have said, "this seminar covers everything an officer or senior manager needs to know on the subject of Metrics."

Workshop Leader

Bradford L. Goldense, BSCE, MBA, NPDP, CMfgE, CPIM, CCP

Brad Goldense is Founder and CEO of Goldense Group, Inc. [GGI], a thirty-three year old Needham, Massachusetts consulting and education corporation concentrating in best 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 twenty 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, including the European Society of Concurrent Engineering (ESOCE). 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 authored over three-hundred articles (actually 340 and counting!) on competitive product development and manufacturing with global industry publications such as Business Week, CFO, Design News, R&D Magazine, Product Design & Development, Purchasing, and others. For the past six years he writes "Goldense On Product Development," the inside back page technology management article for Machine Design, a monthly Informa Publishing magazine. He holds over a hundred registered Copyrights in the Smithsonian Institute, three Trademarks, a Patent, and has a Patent Pending.

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.

Brad has appeared on Alexander Haig's World Business Review, and on Public Television, PBS The Business & Technology Network, and CNBC.

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

"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. Our main focus is working with global organisations to help them embed sustainable innovation process. 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 can help you, have a conversation with us by calling +44 (0)7535 669017 or writing to sean@the-moon-on-a-stick.com.

The Venue

Radisson Blu Hotel, London Stansted Airport

The Radisson Blu is only 500 metres from Stansted Airport's main terminal, and within easy walking distance of the bus and train station. The airport train station runs direct trains to and from London, Birmingham or Cambridge, and the airport offers flights to a wide variety of international cities.

As with all our events, we do not negotiate rooms rates with the hotel, as we find delegates get better deals with the many internet booking sites. If you do not wish to stay at this hotel there are many other chain (Hilton, Holiday Inn Express and Premier Inn) within a few minutes of the Radisson Blu

Course Fee

The cost of this 2 day course is £1,500, 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

On line at <http://tiny.cc/g3dr2y>

By telephoning Seán Warren on +44 (0)7535 669017

By e-mail to sean@the-moon-on-a-stick.com

Terms and Conditions

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 under the understanding that payment will be made under MOAS, which are 15 days from date of invoice. If payment is not received within this time, a new invoice, at 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. All cancellations must be made in writing, by e-mail to sean@the-moon-on-a-stick.com. 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, delegates are given 3 (three) working days from the date of registration to change their minds. Delegates wishing to cancel, or who do not attend the event after this period will be liable for the total invoice value.

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

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