

# WINNING AT NEW PRODUCTS

## CREATING VALUE THROUGH INNOVATION

### A TOP MANAGEMENT SEMINAR WITH PROFESSOR ROBERT G COOPER

11th & 12th October 2018 | London Stansted Airport, UK

#### Do you face these challenges?

- Do you want to dramatically improve your new-product performance - better profits and higher impact from new products?
- Do too many of your new product projects under-perform - fail to reach their sales and profit targets?
- Are you missing some of the key success drivers in the way you do new product development? Do you wonder what they are?
- Does your new-product idea-to-launch or gating system seem broken - too much bureaucracy, too cumbersome, too slow?
- You've heard about Agile methods in the software world, but do they work for manufactured or physical products? If so, how?
- Do small development projects dominate your pipeline and consume most of your resources, leaving your important projects starved?
- Do you lack a solid product innovation strategy for your business - no clear objectives and an uncertain direction?
- Does your business's climate, culture and leadership really foster innovation? Or is it lacking the right spirit...and what can you do to improve your innovation climate?



**This brand-new, compelling two-day seminar which conveys the essence of the latest edition of “Winning at New Products” as well as background information, drawing on the wealth of experience Cooper possesses from working with the world’s leading firms in product development:**

- **interactive lecture & discussion sessions, including lots of question-and-answer opportunities**
- **numerous case studies, illustrations, and practical examples from other companies**
- **templates, guidelines and checklists**

#### The Issues

• Most businesses have ambitious new-product objectives. But often they fall short of implementation. And too many projects fail to achieve their sales and profit targets or have little impact on the business. There are consistent and proven ways to dramatically improve performance - do you know what the seven most important success drivers are in product innovation?

## Agenda

### Day One - SUCCESS DRIVERS AND FIFTH GENERATION STAGE-GATE

- The Product Innovation Challenge
- Why New Products Succeed: The Seven Most Important Drivers of Success!
- A World Class Idea-to-Launch System: Fifth Generation Stage-Gate®
- The Innovation Project Canvas
- Merging Agile with Stage-Gate: the Best of Both Worlds

### Day Two - AGILE INNOVATION, INNOVATION STRATEGY & CLIMATE & CULTURE

- Making Agile-Stage-Gate Work in Your Business
- Your Business's Innovation Strategy
- Portfolio Management: Getting the Right Mix & Balance of Projects and Picking the Winners
- Creating the Right Climate & Culture for Innovation in Your Business
- Work on the Right Mindset for Innovation
- Next Steps for You - Making It Work in Your Own Company
- End of Seminar - Beginning of Implementation

\*a more detailed agenda is available on request

- See how a world class idea-to-launch system can and should work... the fifth generation process. Yes, most businesses have a gating system in place, but it's either obsolete or too heavy with bureaucracy, and really doesn't help get new products to market. How can your Stage-Gate process be agile, accelerated, and adaptive? And what have the best companies done here to modernise their new product systems?
- Agile methods work well in the software world. Now leading physical-product firms are implementing Agile as part of their gating systems. See how and with what results. And what about the many challenges in moving to an Agile-Stage-Gate system - what are the solutions here?
- Having a bold innovation strategy pays off! Many firms suffer from unclear new-product objectives and uncertain target arenas, so they march in the wrong direction - they're focused on strategic arenas that won't be the engines of growth for the next decade. See what a robust product innovation strategy consists of, and how to develop one.
- Effective portfolio management is one of the vital keys to success in product innovation - in short, making the right investment decisions. Often having too many projects underway, or the wrong projects, is the root cause of underperformance. But there are proven ways to achieve the right focus, pick the right projects for development, and optimise your development portfolio. Do you employ these methods?
- Having the right climate and culture for innovation in your business is the strongest common denominator among successful innovation companies. But what does have the right climate and culture mean? And how can it be changed in your business? And what is the role of the business leadership team here?

## Seminar Leader

Dr. Robert G. Cooper is one of the most influential innovation thought leaders in the business world today.

He pioneered the original research that led to many ground-breaking discoveries including the Stage-Gate® Idea-to-Launch process. He has published more than 120 academic articles and 11



books, including the best-selling "Winning at New Products".

Cooper is President of the Product Development Institute Inc., ISBM Distinguished Research Fellow at Pennsylvania State University's Smeal College of Business Administration, USA, and Professor Emeritus, DeGroote School of Business, McMaster University, Hamilton, Ontario, Canada.

Many companies in North America, Europe, and Asia have introduced his methods, such as: 3M, BASF, Bayer, BSH, Carlsberg, Caterpillar, Dow Chemical, DuPont, Evonik, Exxon Chemicals, Henkel, Hewlett Packard, Honeywell, Kraft Foods, Manner, Microsoft, LEGO Group, Pfizer, Procter & Gamble, Reckitt Benckiser, Siemens, Tetra Pak, Unilever, VISA, Volvo Construction, and many others.

Cooper's seminars regularly receive top ratings: "Inspiring, profound, captivating, practical and effective!"

## 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](mailto:sean@the-moon-on-a-stick.com).

## The Venue

### Radisson Blu Hotel, London Stansted Airport, UK

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 rains to and from London, Birmingham or Cambridge, and the airport offers flights to a wide variety of international cities.



## Course Fee

The cost of this 2 day course is £1699, 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 <https://goo.gl/rw1x9k>**

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

**By e-mail to [sean@the-moon-on-a-stick.com](mailto: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](mailto: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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