



Driving Predictable, Sustainable Innovation into NPD

An intensive two day seminar for
strategic product innovation managers

15 & 16 NOVEMBER 2006
Marriott Renaissance
Heathrow Hotel London

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Register before
23 August 2006 and
save **£200**

Delivered by the world-renowned
author, consultant and mentor to
over 200 of the Fortune 1000
Mr Bradford L Goldense and
GGI affiliate, **Donald M Stewart**

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Do you struggle to create an innovative environment and capabilities in the various functions of your R&D and product development teams?

DISCOVER HOW TO PUT THE GROUND WORK IN PLACE TO MAKE YOUR COMPANY AN INNOVATIVE ENTERPRISE THROUGHOUT

One of the major R&D management dilemmas today is how to create an innovative environment and capability in the functions and teams responsible for the development of new products:

- Do we seek an innovative corporate culture?
- Do we want an innovative environment?
- Do we wish for innovative people?
- Is it the process that is important?
- What innovation tools and techniques are effective?
- Do we seek to develop innovative products always, frequently, or occasionally?

Can you answer each of these questions for your organisation?

Furthermore, can you identify and demonstrate the management approaches and techniques that you are using to address these questions?

Participants in this seminar will get answers to these questions and many more through discussion, example, historical data, case studies and exercises. By the end of the course the necessary groundwork will be in place for you to take the actions necessary to make your firm an innovative enterprise.

5 KEY BENEFITS

Understand the inherent innovation of product development processes. View innovation from the executive perspective – what works, what doesn't.

- 1 Identify the key tools available today and recognise appropriate applications
- 2 Gain solid familiarity with leading innovation methodologies
- 3 Understand the basic constructs of converting innovations into value
- 4 Learn a range of motivational mechanisms to nurture innovation
- 5 Learn techniques to foster innovations outside direct company control

TOPICS INCLUDE

- Innovation process
- Categories of innovation tools
- When innovation is best applied
- Strategic innovation
- Productivity drivers
- Lateral thinking
- Six hats
- Lead user analysis
- TRIZ
- Incentives for innovation
- Metrics and measures
- Outsourcing innovation

BOOK YOUR PLACE

- 🌐 **ONLINE** www.pure-insight.com/conferences/innovation
- 📠 **FAX** +44 (0) 845 280 4905
- ✉️ **POST** Pure Insight, Cuthbert House, City Road, Newcastle upon Tyne NE1 2ET
- ☎️ **PHONE** UK 0800 731 2383 INT +44 (0) 191 350 6171

DAY ONE

15 November 2006

further information
can be found at
www.pure-insight.com/conferences

8.30 Registration & Coffee

9.00 Welcome & Introduction

9.15 **SESSION 1****MODULE 1 - INNOVATION VS. THE INNOVATION PROCESS PART 1**

One of the major R&D management dilemmas today is how to create an innovative environment and capability in the functions responsible that ideate and invent new products.

Can you identify and articulate the management approaches and techniques that are available to you to address these questions?

Innovation vs. The Innovation Process - specifically addresses advanced development and product development processes, and gives leaders an improved context in which to lead innovation in their companies and to drive innovation into their processes.

Categories of innovation tools and the timing for applying them will be discussed for both advanced development and product development. An innovative corporate culture and environment cannot be mandated, it must be cultivated and seeded at many levels.

Sub topics include

Living in reality; innovating in reality; challenges and benefits and product selection

10.15 Networking Break

10.30 **SESSION 2****MODULE 1 - INNOVATION VS. THE INNOVATION PROCESS PART 2**

GGI's 2004 Product Development Metrics Survey was partially dedicated to measuring innovation and intellectual property. We researched the believed innovative capability of, and the believed ability to generate IP of 21 product development tools and techniques that are in use today in most companies. These tools are considered integral to most advanced and product development processes.

Our goal with this module is to characterize the inherent innovation of today's product development processes while pointing out the places and opportunities to nurture innovation in the process.

Sub topics include

Innovativeness of everyday tools; incorporating everyday tools into your business.

12.30 Lunch

1.30 **SESSION 3****MODULE 2 - STRATEGIC INNOVATION, DRIVING INNOVATIVE CULTURES**

Logically, this should have been the first module but, when did you ever attend a workshop that opened with a strategy discussion between folks that had never met before?

The relationship between productivity and innovation is a strong one. The actions that leaders of NPD and R&D take, and the decisions they make can have a drastic effect on R&D innovation and return on investment.

APQC's 2004 R&D Productivity Study identified a small number of strategic innovation and productivity drivers used by leading companies to create innovative cultures. Some are hard, tangible and implementable. Others are elusive and intangible and must be interwoven behind the scenes over a number of years into the fabric and infrastructure of the organization.

This module addresses innovation from the top down - what works and what doesn't work.

3.00 Networking Break

3.15 **SESSION 4****MODULE 3 - INNOVATION TOOLS, INTRODUCTION, INVENTORY AND ANALYSIS**

Since the early 1980s when Edward de Bono's 'Lateral Thinking' and 'Six Hats' trademarked methods were the only tools available, and Genrich Altshuler's Triz methodology was known only in Russia, some fifty-plus distinct tools and techniques now exist today.

Some drive breakthrough innovation, others are suited to incremental innovation. Some are appropriate for consumer products, others for highly complex and technical products.

This module provides a comprehensive walk through of the leading tools available today, giving context in which to determine their appropriate application.

Exercise: This module will conclude with a group exercise to try out one or two of the more 'lightweight' innovation tools. While this exercise is serious, you can expect to have some fun and networking along the way.

5.30 Seminar close/comfort break

5.40 Presentation from Sponsor Sopheon

6.00 Day 1 close

7.30 Delegate dinner in the hotel restaurant

DAY TWO

16 November 2006

BRADFORD
L. GOLDENSE



8.00 Coffee

8.30 SESSION 5

MODULE 4 - THREE KEY INNOVATION TECHNIQUES PART 1

Since the early 1980s, and some argue before that, three innovation methods have stood the test of time. While there is some overlap between the three methods, their specific purpose and application is largely different.

This whole morning module, split into two parts, will focus on three innovation methodologies with an exercise on each.

10.30 Networking Break

10.45 SESSION 6

MODULE 4 - THREE KEY INNOVATION TECHNIQUES PART 2

The innovation techniques are:

- 1 Edward de Bono's 'Lateral Thinking' and 'Six Hats' trademarked methods.
- 2 Eric Von Hippel's 'Lead User Analysis' method.
- 3 Genrich Altshuller's 'Theory Of Inventive Problem Solving [TRIZ]' method.

The goal of this module is familiarize all attendees with three of the most credible innovation methodologies based on their twenty-year lasting power in industry. This module will conclude with an analysis of semantic processing.

12.30 Lunch

DISCOUNTS ARE AVAILABLE FOR GROUPS OF TWO OR MORE

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1.30 SESSION 7

MODULE 5 - INCENTIVISING INNOVATION

This module will cover the subjects of incentivising, recognizing, and rewarding tangible innovation. Which approaches are 'bigger picture' and help to drive and foster innovative cultures and environments, but have little application at lower levels? Which are best applied to reward product and project innovations to create positive cultural and environmental implications?

In this session we will ask does your company have a technical track and a management track? Is group innovation recognized and rewarded? How about individual innovation? What types, frequencies, and levels of recognition and reward get the most meaningful results? While the management science that addresses these questions is still far from exact and statistically correlated at this time, there are some "practice-verified" techniques that you can use to generate innovation improvements.

The goal of this module is to present participants with a range of motivational mechanisms to nurture innovation from both a top-down and bottom-up perspective.

3.00 Networking Break

3.15 SESSION 8

MODULE 6 METRICS AND MEASUREMENT, AND YOUR ROADMAP FOR IMPLEMENTATION

GGI's Annual Product Development Metrics Survey addresses metrics used by leading companies to measure and promote success in innovation, selected highlights from this research will be presented.

The session will conclude with a thorough analysis of current literature and perceived wisdom, and delegates will leave with comprehensive road and resource maps to drive innovation deep and wide into their businesses from the day of return.

5.00 Closing remarks

"I am very excited to be able to deliver this successful seminar in Europe for the first time with *Pure Insight* in November 2006. Everybody is talking about, and publishing articles about how to develop innovation in our businesses, but when you go under the bonnet you find there's often nothing tangible there that you can use. Too many companies change the name of their product development function to product innovation, and expect that to make a difference! With this seminar we have taken two years to develop and refine a body of knowledge that will give NPD leaders and their teams the specific, actionable information they need to drive innovation deep into their teams, making it tangible, measurable and successful time and time again..."

BRAD GOLDENSE

DONALD M. STEWART
[instructor]



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23 August 2006
and save **£200**

BRADFORD L. GOLDENSE

Brad Goldense is Founder and CEO of Goldense Group, Inc. [GGI], a twenty-year old Needham, Massachusetts consulting and education firm concentrating in advanced business and technology management practices for line management functions. 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. He has worked in North America, South America, Europe, Asia, and the Middle East. Abbott Laboratories, Bayer, S.C. Johnson, Ford, General Motors, John Deere, Philips, United Technologies, Carrier, Molex, Monsanto, Bose, and Shure are among GGI's clients. Mr. Goldense is an internationally recognized expert on both rapid product development and R&D metrics. Brad has authored or been quoted in over 150 articles in industry trade press.

DONALD M. STEWART [instructor]

Donald Stewart has been practicing in the marketing and new-product business strategy areas for the past 35 years, and in the concurrent engineering area for the past fifteen years. Mr. Stewart worked for twenty years with Teradyne Inc, the leading U.S. designer and manufacturer of semiconductor test systems. Don holds a BS degree in Electrical Engineering from MIT, and an MBA degree from Harvard Business School.

"Best seminar I have attended."

Steve McSpadden, Manager,
New Product Engineering GILBARCO

"This was a very useful seminar covering a complex subject. I believe the information presented will contribute substantially to a better... product innovation process."

John Gebhardt, Manager,
Modeling & Simulation Lockheed Martin

"Good NPD content - end to end."

Tim Erickson,
Director of Program Management
Honeywell MICROSWITCH

REGISTRATION FORM

FEES

2 DAY SEMINAR*

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£1,650

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PRICES QUOTED EXCLUDE VAT

* INCLUDES DINNER & ACCOMMODATION ON NOV 15

I am a Pure Insight member discount code if applicable

Please register the following delegate (for additional delegates please register online at www.regonline.com/100041 or photocopy)

Name	
Position	
Company	
Address	
Postcode	Country
Phone	
Email	

ACCOMMODATION AT THE SEMINAR HOTEL

Accommodation, breakfast and dinner is included in the seminar fee for the 15th November. If you require additional accommodation Pure Insight has negotiated a discounted rate of £125 B&B per night for either the 14th or 16th November. If you require additional accommodation you can register this here, or on-line. We will need your credit card details to secure bookings for any additional nights.

I require additional accommodation for Nov 14 Nov 15 Nov 16

Please supply a purchase order reference or credit card details (please note that if you require additional accommodation we will need your credit card details to secure the booking even if you are paying for the event via purchase order)

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Name on card	
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Start date	Expiry date
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TERMS & CONDITIONS

CANCELLATION POLICY Cancellations can be made to and including 1 November 2006 during which period the conferences 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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MARRIOTT RENAISSANCE HEATHROW HOTEL LONDON

This seminar will be held at: Marriott Renaissance Heathrow, Bath Road, Hounslow, TW6 2AQ UK
Your accommodation, breakfast and dinner is included on the 15th.

For room reservations please call +44 (0)20 8897 6363. A limited block of rooms is available at our group rate of £125 (B&B).

The closest hotel to London's bustling Heathrow Airport, where friendly, caring and supportive staff deliver a warm, stress free and fun experience. Equipped with flexible facilities, to service all your business and meeting needs. When it's time to relax, delight your senses with our unique food and beverage choices. The Club Lounge and some rooms offer uninterrupted views of the airport. With easy access to central London and the surrounding attractions, we are the ideal venue for whatever you may be planning. www.marriott.com/property/propertypage/lhrbr



ABOUT PURE INSIGHT

Pure Insight provides business information services to global product innovation and development teams which enables them to improve the efficiency and effectiveness of their performance, achieve corporate buy-in, and evolve to meet the challenges of competitive global markets.

Pure Insight's mission is to improve the top-line performance of our customers' businesses by:

- increasing the number of products developed on time and within budget,
- increasing the percentage of profits from new products,
- reducing product failure rates, and
- reducing spend on projects later abandoned.

We allow busy heads of product innovation and development and their teams to do more with less – providing practical insights, tools and practices that make a difference, cutting through information overload, and saving time, cost and travel.

Pure Insight's membership service was launched in 2004 to connect product innovation practitioners globally, and provide insights for superior product innovation and collaboration.

No one knows more about product innovation than members of Pure Insight: We have over 140 members from over 10 countries across Europe, North America and Asia Pacific. Our customers and members are responsible for Product Development, Product Management, Innovation, R&D, Engineering, Technology Development, Alliances or Sourcing in some of the world's leading companies including AstraZeneca, 3M, Diageo, WL Gore, Black & Decker, Unilever, Smith & Nephew and TRW.

Members of Pure Insight receive exclusive seminar related benefits including significant discounts on Pure Insight conferences and seminars, exclusive networking dinners with the conference speakers, and accompanying articles and audio conferences.

Driving Predictable, Sustainable Innovation into NPD

An intensive two day seminar for strategic product innovation managers

WHO SHOULD ATTEND?

- Members of the executive team - Presidents and VPs, General Managers of profit centres, and
- Managers and leaders in new product design and R&D - Heads of functional departments, project managers and team leaders, marketing and product planners,
- all New Product Leaders.

EVENT SPONSOR



Sopheon is an international provider of software and services that enable organizations to improve their return on investments in product innovation. Its leading solution, Sopheon Accolade®, automates Stage-Gate® product development processes and provides the business decision-making support needed to reduce the risk usually associated with the introduction of new products. Accolade is currently being used in over 48 countries worldwide by such industry leader as Cadbury-Schweppes, Parker Hannifin, BASF, Electrolux, and Vodafone.

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One of Minima's outstanding strengths is developing innovative solutions which result in commercial success for clients.

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