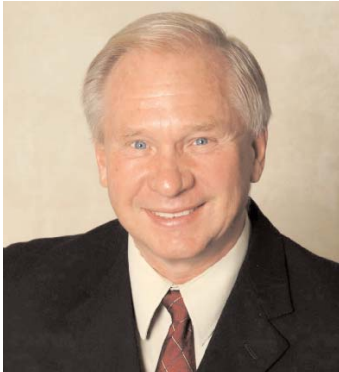


Stage-Gate Innovation: Advanced Techniques for Accelerating the New Product Process for Maximum Productivity

May 21-22, 2008 • Washington, D.C. (Alexandria)



Dr. Robert G. Cooper

"The World's Top Innovation Management Scholar"

- Creator of the Stage-Gate® innovation system, now widely used by leading firms around the world to drive new products to market
- Pioneered the field of Portfolio Management for New Products with co-founding partner Dr. Scott Edgett
- Published more than 100 academic articles and seven books on product innovation
- Sought-after consultant and keynote speaker having worked with hundreds of companies worldwide
- Co-founder of Product Development Institute and President of Stage-Gate Inc.
- Professor at the DeGroote School of Business, McMaster University, Ontario, Canada
- Distinguished Fellow with Penn State University's Institute for the Study of Business Markets

What Is Your Challenge?

- "We've implemented a good New Product Process but are not getting the performance results we want."
- "We've been using a Stage-Gate process for years and want to inject it with more advanced practices."
- "One big problem - resource allocation. We need to fix this as it's hindering our performance significantly"
- "Our development pipeline contains a few major projects and lots of smaller and medium-sized projects. We need a slick process to handle these smaller projects because they use most of the resources".

"It goes undisputed that the single most important driver of new product success is your New Product Process. The better your process the better your results."

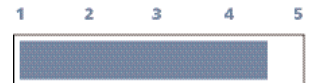
– Dr. Robert Cooper
Internationally acclaimed expert in Product Innovation

New intensive two-day seminar for experienced innovators

Why attend a Stage-Gate Inc. Innovation Seminar?

- Featuring the world's most admired thought-leader in the field of Product Innovation – Dr. R.G. Cooper
- Content is world-class, borne out of Cooper and Edgett's award-winning research on thousands of NPD projects
- Practical examples, illustrations, stories from collaborations with some of the world's top performing companies
- Seminar promotes free-flowing, interactive discussions among the typical, high quality network of delegates

Stage-Gate Inc. Innovation Seminars always score a rating of 4.5 or higher on a scale of 1 to 5



"Bob Cooper is an academic with a 'hard hat' – his concepts are thoroughly research-based and yet his experience is practical and implementation focused."

– Scott R. Foust, SVP
First Data Corporation

Enroll Today!

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Achieve Next Generation Product Innovation Performance

Message from the Seminar Leader

A downturn in the economy is precisely the right time to invest in developing new products, for two basic reasons. First, customers feeling the pain of a recession are likely looking for innovative solutions which offer them new ways of increasing profits or reducing costs. If you have ideas that have the potential of offering value to a customer during an economic downturn you stand to gain big – but only if you move more quickly than your competitor. Secondly, for the most part, recessions simply delay purchases, usually creating a ‘pent-up’ demand coming out of the downturn. If you can offer a better product during this turnaround period, you also stand to gain big – but only if you invest in product development during the downturn itself.

This seminar is geared to help executives advance their NPD process to the next level and ‘recession-proof’ it so you drive ideas from inception-to-launch, more effectively and efficiently while managing risk.

I am sharing new techniques for the first time at this seminar 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 seminar is for you.

*Best regards
Dr. Cooper*

The Top 3 Benefits of Attending

1. Implement a Robust NPD Governance Model

- ✓ Master the early business Gates as this is where the game is won and lost
- ✓ Implement lean Gates with teeth and drive greater executive participation
- ✓ Discover the true anatomy of a perfect Gate meeting

2. Master Resource Allocation

- ✓ Improve forecasting cross-functional resource requirements with 2 new techniques
- ✓ Hear about the latest in role clarification and how to hold people accountable
- ✓ Learn what Resource Capacity Analysis is and how to use it to determine the right number of projects for your pipeline

3. Advanced Practices and Techniques for your NPD Process

- ✓ Learn how to ‘lean-out’ your process without destroying its most important feature ‘Value Creation’
- ✓ Accelerate time to market by learning where and where not to incorporate ‘spiral development’ into your process
- ✓ Advanced techniques for conducting Post Launch Reviews, 360° Evaluations and continuous improvements

“Bob has a great delivery style – just the right mix of theory and fundamentals, practical applications and ‘real life’ examples.”

- Rob Reale, Director Technology and Solutions
Direct Energy Business Services

BONUS

Free Benchmark Report on your Idea-to-Launch Process

Free report with your company’s NPD process benchmarked against the world’s top performers. Accelerate implementing the advanced techniques that will bring the most value to your company. This complimentary report outlines your strengths and weaknesses so during the seminar, you can focus on the topics that will drive the best value for your company.

A \$295 Value!

Free Book

Delegates receive a complimentary copy of Dr. Cooper and Dr. Edgett’s best selling book: *Lean, Rapid and Profitable New Product Development*



Inside This 2-Day Event

A compelling two-day seminar on how to accelerate your Stage-Gate® system and guide your innovation efforts to dramatically increase your success rates while reducing time-to-market

- ✓ Interactive participation, including question-and-answer and discussion opportunities
- ✓ Networking opportunities
- ✓ Numerous case studies, illustrations, and examples from other companies
- ✓ Templates, roadmaps, guidelines and checklists
- ✓ Take-away seminar manual of presentation materials full of tips and hints

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8:00 Registration and Continental Breakfast

8:15 Welcome and Introduction

8:30 Why New Products Fail, Why They Are Late To Market and What To Do About It

Only one new product concept in seven becomes a winner, and more than half of all development projects are late to market. An understanding of the problem is a first step to a solution. First, define what a new product really is. Then learn about the reasons for new product failure, and gain insights into why so many miss their launch dates and targets. Dr. Cooper presents detailed data on businesses' new product performance results, so you can benchmark your company against these.

9:30 Team Exercise – Why So Late? Why So Many Failures?

Discuss reasons why new products underperform – fail to achieve target profits or are launched late – search for possible solutions.

10:30 Networking Break

10:45 Tailoring and Streamlining Your Idea-to-Launch System to Handle Different Types of Projects

Learn how to streamline your idea-to-launch system and right-size it to suit different types of development projects. Learn about different versions of Stage-Gate® and how companies are handling platform and technology development projects differently. Learn the principle of simultaneous execution and how to speed up the process in ways that mitigate risk.

12:00 Networking Lunch

1:00 Implementing Good Governance in NPD – Getting the Gates Working Right – Part A

As go the gates, so goes the process! But most companies confess to serious problems with their gating system – gates with no teeth, an inability to kill bad projects, too much bureaucracy, hollow gates, and a failure to commit the needed resources. In this practical “how to” session, Cooper introduces the concept of “lean gates with teeth” – about how to cut the bureaucracy and preparation work, make the gates more efficient, but also make them tougher and able to kill the weak projects.

2:00 Networking Break

2:15 Continued: Implementing Good Governance in NPD – Getting the Gates Working Right – Part A

2:45 Team Exercise – Getting the Gates Working Right

Identify what’s wrong with Go/Kill decision gates in the process versus best-practice firms, and work on solutions to these problems.

3:30 Networking Break

3:45 Implementing Good Governance in NPD – Getting the Gates Working Right – Part B

See the right ways to run a gate meeting for maximum effect. New approaches designed to accelerate the decision-making process at gates are highlighted, including virtual gates, electronic gates and self-managed gates. Finally Cooper outlines the role of the Process Manager, and introduces his gatekeeper “rules of engagement” to ensure the right behavior by the decision-making team.

5:00 Integration of Day One, Wrap-up and Q+A

5:30 End of Day One

6:00-7:00 Networking Reception

8:00 Registration and Continental Breakfast

8:15 Reflections on Day One

8:30 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.

10:15 Networking Break

10:30 Team Exercise

Participants, working in breakout teams, have an opportunity to try one of the techniques to remove waste and accelerate a project to market, using real-life case studies

11:00 Ensuring the Resources Are In Place

Most new product projects are badly under-resourced: only 10.7 % of companies provide adequate resources to project teams to ensure a timely completion of the project. Part of the problem in poor planning and under-estimating resource needs; another is the failure of senior management to commit the resources, and to keep the commitment. Learn about approaches to making better time and resource requirements estimates, including team approaches and using “profiling”; resource capacity analysis; and effective commitment of resources at gates, methods all designed to resource projects properly and cut development cycle time.

12:00 Networking Lunch

12:45 Doing The Homework & Getting the Product Definition Right

Doing up-front homework – that is, market studies, technical assessments and business analysis – improves the odds of project success. But how much homework is enough? And what is the right homework to do? Improve project effectiveness and efficiency and learn how to build in voice of the customer and get the product definition right. Learn the subtle differences between voice-of-customer, voice-of salesperson, and real market needs and requirements. And learn how to make more accurate cost and sales estimates – better data integrity – so that there are no unpleasant surprises late in the project. See how to use “spiral development” – a means to better manage changing information and flexible product definitions effectively, and learn about new software tools to help in these spirals (concept testing and voice of customer work).

2:30 Networking Break

2:45 Back to Your Business – An Implementation Action Plan

This final session provides an opportunity for participants to reflect on and discuss what they plan to take back and implement at their respective businesses. Each participant will take-away a step-by-step action plan to adapt and implement the many key learnings and insights addressed at the seminar.

3:15 Q&A and Wrap-up

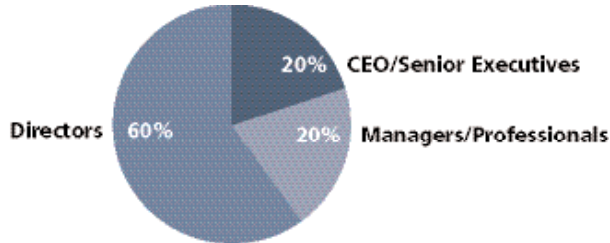
3:30 End of seminar – Beginning of Implementation!

Driving Better Innovation Capabilities Year over Year

Who Should Attend

This seminar is designed for executives, experienced innovators and senior managers responsible for maximizing the returns on their product innovation efforts.

Previous Seminar Attendees



Network and Mingle

Special opportunity to meet with the world's authority on product innovation – Dr. Robert Cooper – and other delegates from various leading organizations.

RECESSION-PROOF YOUR NPD PROCESS

- ✓ Hear what Dr. Cooper has to say about organizations that have invested in NPD during uncertain economies
- ✓ Learn how other delegates manage product innovation through downturns
- ✓ Discover practical techniques that will help you 'recession-proof' your NPD Process

"In 2007, I have attended three Stage-Gate Inc. seminars. In all seminars, the entire team is very knowledgeable, professional, passionate and best-in-class in everything they do! The materials are well-organized and extremely informative."

– Wally Slone, SVP Business Solutions,
Fresenius Product and Hospital Group

About Stage-Gate Inc.

Stage-Gate Inc. is the world's leading full-service provider of solutions which enable organizations to improve their Product Innovation and Portfolio Management capabilities. A globally recognized and trusted brand, Stage-Gate Inc. accelerates client success with strategic advisory and transformation services, leading-edge products, best-selling publications, first-rate seminars and Stage-Gate® certification. Clients include more than 5000 organizations of all sizes across all industries.

For information visit www.stage-gate.com

Do You Have Questions?

- ♦ Not sure if this seminar is right for you?
- ♦ Want to accelerate your results by bringing your team?
- ♦ Want to bring this seminar onsite to your company?
- ♦ Unable to find a seminar topic that matches your needs?



Valerie Sather

Contact Valerie Sather
Innovation Seminars Manager
at +1-905-304-8797, or
valerie.sather@stage-gate.com

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New Product Development Professional (NPDP) Re-Certification through the Product Development Management Association (PDMA): this Seminar provides Professional Development Hours (PDH's) for NPDP certification.

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Industry _____

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Stage-Gate Inc. Innovation Events



Yes! I would like to register.

The Advanced Application of the Stage-Gate® Process

Date: May 21-22, 2008 in Washington, DC (Alexandria)

1st Delegate \$1,995 US Funds – 2nd Delegate \$1,895 US Funds

Hotel Reservations: For reservations to all our events, please visit the 'Seminar' area of our website at www.stage-gate.com where you can book your accommodations online. Hurry, a special group rate is available for a limited time.

Other Innovation Events

Developing a Product Innovation Strategy and Deciding Your New Product Portfolio

Date: September 23-24, 2008 in Washington, DC (Alexandria)

1st Delegate \$1,995 US Funds – 2nd Delegate \$1,895 US Funds

Successfully Designing and Implementing the Stage-Gate® Process

Date: April 22-24, 2008 in Tampa, FL, or

November 18-20, 2008 in Clearwater, FL

1st Delegate \$2,895 US Funds – 2nd Delegate \$2,695 US Funds

Winning at New Products: Achieving New Product Success with Best Practices

Date: April 22, 2008 in Tampa, FL, or

November 18, 2008 in Clearwater, FL

1st Delegate \$995 US Funds – 2nd Delegate \$895 US Funds

Generating Breakthrough New Product Ideas

Date: June 10-11, 2008 in Washington, DC (Alexandria)

\$1,995 US Funds – 2nd Delegate \$1,895 US Funds

Technology Development, Platforms and Fundamental Research

Date: June 12, 2008 in Philadelphia, PA

1st Delegate \$995 US Funds – 2nd Delegate \$895 US Funds

Making Stage-Gate Stick: Successfully Implementing the Stage-Gate Process

Date: July 16-17, 2008 in Washington, DC (Alexandria)

1st Delegate \$1,995 US Funds – 2nd Delegate \$1,895 US Funds

Cancellation/Substitutions

If you are unable to attend for any reason, please inform us in writing no later than ten business days prior to seminar start date for a credit voucher for the full amount. If you prefer, a full refund less a \$195 US non-refundable fee will be issued. You may send a substitute attendee in your place with no penalty - just inform us in advance. No-shows are liable for the full fee.

Your Satisfaction is Guaranteed

At Stage-Gate Inc., we guarantee the quality of our Innovation Seminars. More than 97% of our participants say they would recommend the seminar to their colleagues. Your satisfaction is 100% guaranteed- money back or credit given. It's that simple.

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Intrieve
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ITT Industries
J & J Consumer & Personal Products Co.
JELD-WEN, Inc.

J.M. Smucker Company
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Jotun Powder Coatings
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