

DECIDING YOUR NEW PRODUCT PORTFOLIO

Making Strategic Choices
and Picking Winners

MAY 17 - 18, 2010
BREGENZ (A)



Top Management Seminar with Professor Robert G. Cooper

Dr. Robert G. Cooper is one of the world's leading authorities in the field of innovation, technology and new product development.

YOUR CHALLENGES

- We want fewer, but bigger and better projects.
- We have difficulty killing and prioritizing projects – too many projects with too few resources and nothing is getting to market.
- We react to any new idea that comes along. We need to be more strategic about the types of projects we focus on.

THE ISSUES

Maximize Your New Product Portfolio's Value and Importance

- How to create a Product Innovation and Technology Strategy
- Benchmarks, research and real-company examples of strategies that outperform
- Practical ways to link your New Product Portfolio to your companies strategic priorities

Yield a High-Value, Balanced Portfolio that Optimizes Resources

- Strategic Buckets and Product Roadmaps – why top performers rely heavily on these practices
- Techniques for “cleansing” your new product portfolio – selecting the “best” projects
- The best metrics, charts and dashboards to use to optimize your portfolio's value

Accelerate Adoption of Portfolio Management Best Practices

- How to facilitate effective, successful project selections – a governance model with key roles defined
- Five goals in Portfolio Management and the best practise to achieving them
- How to instill accountability and ownership

THE 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 groundbreaking discoveries including the Stage-Gate® Idea-to-Launch process. He has published more than 100 academic articles and nine books, including the best selling “Winning at New Products”.

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

Many companies in North America, Europe, and Asia have introduced his methods, e.g. 3M, BASF, Carlsberg, Caterpillar, D. Swarovski, DuPont, Exxon Chemicals, Henkel, Hewlett Packard, Kraft Foods, Manner, Microsoft, Lego, Voith Paper, Pfizer, Procter & Gamble, Siemens, VISA and many others.

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



Dr. Robert G. Cooper

THE PARTICIPANTS

The seminar is designed for executives and senior managers responsible for maximizing the returns on their innovation efforts in the fields of Business Strategy, R&D, New Products, Marketing and Operations Management.

THE SEMINAR

A compelling two-day seminar focused on selecting and investing in the right development projects:

- 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

DEFINING A LIVING PRODUCT INNOVATION STRATEGY

Monday, May 17, 2010

- 08:30 Registration and Coffee
- 09:00 Impact of a Product Innovation Strategy
- Why strategy and portfolio management are so important
 - Measurable impacts of having a clearly articulated product innovation strategy – what you stand to gain
- 10:45 A Best-in-Class Product Innovation and Technology Strategy
- Four key elements every Product Innovation Strategy should have
 - Five steps you can use to craft a Product Innovation Strategy for your business
 - How 5 different types of strategies perform – which one is best for your business?
- 12:30 Networking Lunch
- 13:30 How to Develop a Product Innovation Strategy
- Realistic goal-setting for product innovation
 - Strategic Arenas – deciding where you should focus your R&D efforts
 - Attack Plans – deciding how to win in each arena
 - Entry Strategies – deciding how to enter a new market
- 15:45 Making Your Product Innovation Strategy a Reality
- Strategic Bucket method – what it is and how to benefit
 - Strategic Roadmaps – how leading firms are using them to capture value
- 17:45 Questions & Answers
- 18:00 End of Day One



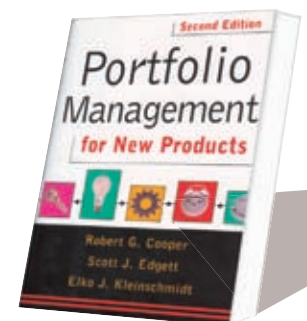
This newest book outlines a systematic approach to the product innovation and technology strategy and tactics.

On Monday evening, five i's invites all participants to a networking reception and dinner.

DECIDING YOUR NEW PRODUCT PORTFOLIO

Tuesday, May 18, 2010

- 08:15 Coffee
- 08:30 Linking Portfolio Management to Your Idea-to-Launch Process
- Prerequisites for effective Portfolio Management
- 09:30 Impact of New Product Portfolio Management
- The impact of an effective portfolio management system – benefits for your business
 - Five goals of portfolio management – how they link to better performance
- 11:00 New Product Portfolio Best Practices
- Selecting high-value projects – the best metrics, charts and techniques
 - Four dimensions every new product portfolio should balance
 - Forecasting your portfolio's potential value – is it sufficient?
 - Resources – techniques for allocating resources to maximize value
- 12:30 Networking Lunch
- 13:30 A Portfolio Management System for Your Business
- An executive framework to guide your efforts
 - Strategic and tactical considerations when designing a portfolio review process
 - Answers to tough challenges: valuing risky projects, measuring success, selecting metrics and designing portfolios for diverse organization structures
- 15:00 Implementing Portfolio Management
- 16:15 Questions and Wrap-Up
- 16:30 End of Seminar – Beginning of Implementation



This book empowers you to look at "the big picture" and question whether you are meeting your new product goals

PLEASE NOTE
THE SEMINAR WILL BE HELD IN ENGLISH

ORGANIZER

five i`s innovation consulting

As leading experts and experienced consultants for innovation and growth, we support our customers in

- finding the right search fields for innovation,
- generating great new product, service and business ideas,
- improving their innovation system through Stage-Gate® principles and portfolio management,
- and leveraging their innovation projects with Voice-of-Customer research, market intelligence, business case development and project management.

don't wait - innovate.
www.five-is-innovation.com



TOP RATED SEMINAR

This event was very important for our company as well as for me personally. Cooper's best practice advice helps us tremendously to further improve our innovation management and innovation controlling. The seminar is the best I could possibly recommend!

Dr. Jens Wieboldt, Director R&D, PolymerLatex GmbH

Bob Cooper's seminar was an extremely valuable experience! Most of the success factors have been known before and some of the presented methods too. But the way in which Cooper addresses the core issues led to a significantly higher learning effect than in most other seminars.

Dr. Stefan Hierl, Head of Corporate Innovation Management, Schaeffler KG

Bob Cooper is an excellent speaker and teacher. The seminar was exciting and inspiring as well as pragmatic and goal-oriented. The content has exactly met our needs, and we can immediately incorporate it into our company's innovation practices.

Dipl.-Ing. Ulrich Begemann, Vice President R&D, Voith Paper GmbH & Co. KG

DATE

MAY 17 / 18, 2010

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VENUE

Festspielhaus Bregenz, Seefoyer

Platz der Wiener Symphoniker 1, 6900 Bregenz, Austria



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Festspielhaus Bregenz

ACCOMMODATION

Rooms can be reserved at special rates at Hotel Mercure Bregenz City

www.mercure.com, phone +43 (0)5574 46100

Rates are guaranteed until April 16, 2010

Please mention the code "Cooper Seminar".

PRICE

1.795,- (excl. MwSt).

The price includes the seminar documentation binder, lunch and refreshments.

If more than one person registers from the same company we offer a discount of 10% for the second and every additional attendee.

All participants are invited to join the dinner on Monday evening.

REGISTRATION

Please use the online registration form at www.five-is-innovation.com/seminar

or contact five i`s innovation consulting gmbh
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e-mail: info@five-is-innovation.com

After your registration you will receive a formal confirmation and the invoice. As the number of participants is limited, we consider applications on a first come first served basis. In case of a sold out seminar we will inform you immediately.

For cancellations until April 30, 2010 we shall charge an administration fee of 10%. No refunds will be made for cancellations after April 30, 2010. You are always welcome to send a colleague to the seminar in case you are unable to come.