

Program Organizer:



Technical Organizer:



Developing New Products in Half the Time

外國專家教授 – 減半時間開發新產品

6 & 7 February – Hong Kong Productivity Council

本課程已納入創新科技培訓計劃申請，批核後合資格學員
可獲最高 **50%**學費津貼，名額只限 **30** 位。

*Early bird paid before 21st January will be entitled to a complimentary copy of
Dr. Preston Smith's publication – Developing New Products in Half the Time*

Introduction

Many Hong Kong manufacturers are **positioning** themselves from **OEM to ODM or OBM** due to the “**open profit margin**” market and the global competitive environment. Effectively and efficiently **developing your own products** shall **provide high value-added services to your customers**, which in turn **improve the overall profitability** and **strengthen competitiveness** of your business in the long run.

About this workshop

Motorola, for example, has an objective to speed its development by 10X. Simultaneously, companies are forced to do more with less. **Some managers erroneously see time to market as a ploy to get more work out of their people, and others are worried that speeding up the process could mean skipping steps and compromising product quality.**

This two-day workshop allows you to **build a durable rapid development capability that fits your company.** You will learn that not all projects should be accelerated and that you should have a range of speed capabilities that can be applied selectively, depending in the needs of the specific project.

Our approach is solidly based on **improving your business profitability.** We show how to calculate and apply the cost of delay and compare it to the **cost of omitting a product feature, exceeding your manufacturing cost target, or overrunning your project expense budget.** Only when you know the cost of delay in dollars can you make wise choices about cutting time from your schedule.

Comments from participants

- *Very comprehensive, practical theories!*
- *Really help me to re-visit the process of products development*
- *Good picture of how to build a good organization!*
- *Professional Presentation, useful for rethinking & re-positioning*
- *Very structural approach towards risk assessment*
- *Marketing people can understand technical needs, & engineers can understand what customers want!*

Who should attend?

This workshop will provide value to **Product / Marketing Managers and Developers** involved in new product introductions who wish to **accelerate** or otherwise **improve** the **effectiveness of their product development process**.

The techniques offered apply to a **wide range of industries (such as electronic, software, mechanical, and chemical)** ranging from more mature products to **leading-edge computers, telecommunications, and medical devices**. We have found that the need to streamline the development process often depends more on the speed of the company relative to its immediate competitors than it does on the rate of change in its industry. Thus the opportunities are just as great in more traditional industries as they can be in the high tech field.

Course Content:

Preparing for Rapid Product Development

- Assessing how much time can be cut from your process
- Drawbacks to cutting too much time from your development schedule
- Understanding the possible pitfalls and negative impacts of reduced cycle time
- **Exercise:** Discovering how reduced cycle time will improve your business
- Calculating and applying the cost of delay
- Applying the economic model to special circumstances
- **Exercise:** Making profitable project trade-off decisions
- Exploiting the big cycle-time opportunities in the Fuzzy Front End

Capitalizing on the Product-Related Factors

- Incremental innovation: Making progress faster through quick, small steps
- **Exercise:** Uncovering incremental innovation opportunities in your products
- Let the customer tell you when the product is good enough - avoiding the over-engineering trap
- Designing product architectures that facilitate speed
- **Exercise:** Finding the product architecture opportunities in your products
- Cross-functional, customer-centered product specifications
- Keys to involving the customer in designing the product

Assembling a Development Team that Can Move Quickly

- Team factors that spell the difference between speed and slowness
- Critical factors in choosing a team leader
- The vital difference between assigning members and volunteering

- Using rewards and other motivators
- Choosing the best team form when each form has its weaknesses
- The power of generalists on the team
- **Exercise:** Discovering how effective teams accelerate development
- Enhancing communication through co-location and virtual co-location

The New Style for Managing a Fast-Cycle Project

- Looking at process design in terms of partial information flows and event triggers
- The delay inherent in phased development systems and what to do about it
- **Exercise:** Applying cycle redesign tools to your process
- Designing a review process for speed
- The three catastrophic effects of overloading your development resources and how to avoid them
- The fallacy of adding more capacity
- **Exercise:** Experiencing the power of the fully staffed project
- Proactively managing project risks likely to delay the project
- Watching for market risk, which is usually much more catastrophic than technical risk

Making Organizational Changes Faster

- Applying incremental innovation to the organizational change process
- Using pilot projects and redesigning bottlenecks to make organizational changes faster
- Tapping the power of continuous improvement to build an adaptive process for these changing times
- **Exercise:** Building individual action plans to be applied upon your return to the office

Your Expert Instructor – Dr. Preston Smith

Dr. Preston Smith - the former **Rocket Scientist of NASA**, **Ph.D. in engineering from Stanford University**, member of the Product Development and Management Association (PDMA) and the Society of Concurrent Product Development (SCPD), has been specializing in rapid product development since 1984, and earned **Certified Management Consultant (CMC)** standing in 1990.

He has led more than 100 workshops in 23 countries worldwide on advanced product development topics and has taught product development courses at several Universities.

Companies who have attended his workshops include: **General Electric, Sony, Lenovo, Nestle, Philips, Samsung, DaimlerChrysler, and Honeywell**. Over a **twenty-year period**, he held engineering and management positions with **Boeing, Pratt & Whitney Aircraft, IBM, Lucent Technologies, and General Motors Research Laboratories**.

Publications: Amazon.com consistently ranks Preston's book below among the **three most popular product development** titles. **Over 100,000 copies** are used by management in many industries.

1. **Developing Products in Half the Time**: *New Rules, New Tools* - John Wiley & Sons, 1998.
2. **Proactive Risk Management**: *Controlling Uncertainty in Product Development* - Productivity Press

Event Information:

Dates:	6 & 7 February 2009 9:30 a.m. - 5:00 p.m.	Medium of Instruction:	English
Certificate:	A Certificate of Completion will be issued by Hong Kong Productivity Council to delegates who complete the full course.		
Venue:	1/F, 78 Tat Chee Avenue, Kowloon Tong, Hong Kong Productivity Council		
Course Fee:	<ul style="list-style-type: none">■ Regular Fee: * HK\$4,980 (includes course materials, luncheons & refreshment) <i>(* The training workshop is under the application process of the New Technology Training Scheme of the Vocational Training Council. If approved, eligible applicants can obtain training grant up to 50% of the course fee if their applications are received by the VTC before the commencement of training.)</i>■ Early bird registered & paid on or before 21st January will be entitled to a complimentary copy of Dr. Preston Smith's publication – Developing New Products in Half the Time, published by John Wiley.■ 3 or more early birds paid will be entitled to a special 10% group discount. (plus a publication to every participant) <p>NET COURSE FEE: HK\$2,241 ONLY (NTTS Subsidy + Early-bird Group)</p>		

Enrolment Procedures:

- To enroll, please fill out the attached enrollment form and **FAX to 2788-5567** for seat **reservation**.
- Crossed cheque made payable to "**Hong Kong Productivity Council**" should be sent to – Ms. Catherine Lam, PTI, 3/F, 78 Tat Chee Avenue, Kowloon Tong, Hong Kong Productivity Council for seat **confirmation**.

Enquiry: ☎ 2788 - 5563 **Ms. Catherine Lam** **Seat Reservation Fax:** 📠 2788 - 5567

ENROLMENT FORM

(*Please delete whichever inappropriate)

Training Program	Developing New Products in Half the Time		Universal
Fee	HK\$4,980 / HK\$4,482 (Office Use Only)	Duration	6 & 7 February 2009
Participants Name(s)	Position	Email	
1. (Mr/Mrs/Ms*)			
2. (Mr/Mrs/Ms*)			
3. (Mr/Mrs/Ms*)			
Contact Person	(Mr/Mrs/Ms*)	Position	
Contact Tel		Fax	Contact E-mail
Company Name			
Mailing Address			

IMPORTANT:

1. Course fee must be accompanied with this form (or its photocopy), otherwise enrolment may be rejected.
2. Course organizer has adopted a Personal Data (Privacy) Policy.
3. Applicants are encouraged to pay by cheques, if possible. Amount received will be imprinted. Cheques are subject to bank clearance.
4. Enrolment fee is not refundable unless course organizer is notified in writing of your withdrawal at least 5 working days before the course commences. A handling charge of HK\$200 will also be levied.
5. An applicant may, subject to approval from Course organizer, nominate a person to attend the course on his/her behalf.
6. Course organizer reserves the right to reject any application in any circumstances and for whatever reasons. Payment of fees should only be construed as conditional acceptance of application.
7. Course organizer reserves the right to change the contents, venue and / or time as necessary.
8. Classes will be cancelled when typhoon signal no. 8 or above OR black rainstorm warning is still hoisted after 6:00 a.m. Delegates will be notified when the class will be made up.