



## Silicon Valley Technical Institute

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# Develop Products in Half the Time

March 2-3, 2006

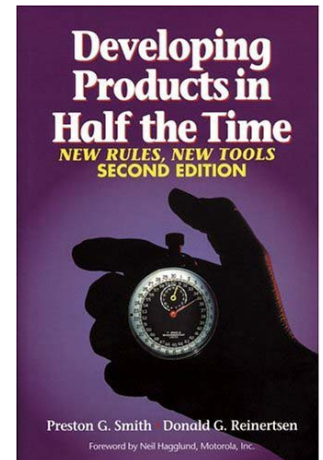
9am-5pm

The ability to bring a new product to market quickly is a huge competitive advantage, even if you do not use it on every product. Especially when competitors are pressing you, every day counts. This workshop will sensitize you to the true cost of delay so that you can make wise trade-offs regarding time and understand which of your projects are truly urgent. Even if you were once quick to market, you may have lost your edge as your products became more complex, your organization grew, or multinational coordination has taken its toll. This workshop will give you a fresh set of tools to apply to your new situation so that you can regain and even surpass your former speed. There are many myths about time to market that can lead you astray. In the workshop you will see the weaknesses of many "best practices:" phase-gate development processes, a do-it-right-the-first-time mentality, global development teams, balanced product portfolio, and a do-everything product. You will see that speed is not about skipping steps, nor is it about sticking rigidly to a process to ensure quality. Most of all, you should attend this workshop to learn directly from your counterparts how they are solving difficult problems as you jointly resolve the class exercises. In this workshop you will learn about a broad variety of time-to-market tools, have a chance to try many of them, and see their strengths and limitations. Then you can adjust them to suit your specific needs. At the end of the workshop you will develop your own plan for applying the most pertinent tools in your particular setting. In this 2-day workshop you will learn how to calculate and apply the cost of delay so that you can balance development speed against other business objectives and select the projects that can benefit most from speed. You will experience the benefits of cross-functional sharing and communication. And you will see how you can try out these tools on a limited scale as "management experiments" to build confidence and individual skills. Workshop outline is as follows:

- Preparing for rapid product development
- The cost of delay
- The Fuzzy Front End of the product development cycle
- Incremental innovation—thinking small
- Product architecture
- Product specifications
- Assembling a development team that can move quickly
- Redesigning development processes for speed
- Product development processes and control systems
- Project overload and capacity
- Proactively managing project risks likely to delay the project
- Making organizational changes faster

### About the Instructor:

**Preston Smith**, began specializing in rapid product development in 1984 as an internal consultant, became an independent management consultant concentrating on time to market issues in 1986, 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. Over a twenty-year period prior to becoming a consultant, he held engineering and management positions with North American Aviation (now part of Boeing), Pratt & Whitney Aircraft, IBM, Bell Laboratories (now Lucent Technologies), and General Motors Research Laboratories. Preston is co-author of the popular book, *Developing Products in Half the Time*. Over 100,000 copies of this book are in use by managers in many industries. In addition, he has authored several handbook chapters and dozens of published articles on product development (see [www.newproductdynamics.com/publications.htm](http://www.newproductdynamics.com/publications.htm)). Preston is book review editor for the *Journal of Product Innovation Management*. He holds a Ph.D. in engineering from Stanford University, and is a member of the Product Development and Management Association (PDMA), the Society of Concurrent Product Development (SCPD), the Agile Project Leadership Network (apl.org), and the Agile Alliance.



### Schedule

March 2-3, 2006

Check-in: 8:30 am –9:00 am

Lecture: 9:00 am - 5.00 pm

Lunch: noon-1:00 pm

### Tuition

Fee for the seminar is **\$750**. Advance discounted registration fee is **\$690** if registered and paid by **Feb. 22<sup>nd</sup>**. Group registration discount is also available (Call). The registration fee includes:

- Two days of instruction
- Seminar notes including copy of the Preston Smith's book "*Developing Products in Half the Time*" from John Wiley & Sons
- Certificate

(Lunch and refreshments are provided at no extra cost)

### Location

1762 Technology Drive, STE 227, San Jose, CA

Seating is limited. Please register in advance,  
on-line at <http://www.svtii.com/>  
or call: 408-573-0100