

Product Development Mastery

Reduce your time to market and control your risks
11th to 14th April, 2005, Grand Copthorne Waterfront Hotel, Singapore

Developing new products and services is the surest way of staying ahead of your competitors. This is easier said than done. The two greatest threats to any R&D project are being late to market and letting uncontrolled risks derail your project. This four-day intensive workshop provides solutions to these two key challenges. Being first to market often separates winners from losers. This program will give you practical strategies on how to develop rapid product development capacity. Risk is inherent to the product development process and when left unmanaged it can deal a deathblow to your R&D initiative. You should consider fire-fighting a thing of the past and learn proactive risk management strategies to keep your project on time and cost.

Rapid Product Development

Mon & Tue, 11th & 12th April 2005

Benefits of Attending

- Learn how you dramatically decrease your time to market without compromising your product quality
- Learn how to calculate the cost of delay
- Leverage on time reductions hidden in your processes
- Avoid pitfalls and learn to motivate cross functional teams
- Discover what you can accelerate and what you can't
- Find out how to assemble a rapid development team
- Discover the 2 keys to focusing engineering effort on product features that customers most want

FREE

- **FREE Diskette** containing the formula to calculate Cost of Delay for Product Development or the formula for calculating the cost of risk loss
- **Post-Class support** by Email or phone with the trainer, after the training to ensure that you can apply what you learned unhindered by lingering questions.

Proactive Risk Management for Product Development

Wed & Thu, 13th & 14th April 2005

Benefits of Attending

- Anticipate risks before they happen and cause damage
- Integrate risk management seamlessly into your product development process
- Calculate the total loss you would suffer in the case of a risk event
- Learn the 5 processes of effective risk management
- Analyze and map out risks that can derail your project
- Identify the drivers of risk and learn to manage them
- Differentiate effectively between a risk and an issue
- Learn effective strategies for implementing new learning at your organization

Lucky

Upon registration you automatically enter a lucky draw where you stand the chance to win the following great books by your trainer:

Developing Products in Half the Time

Proactive Risk Management



VALUE BACK GUARANTEE + SGD100 CASH

We are so confident that you'll benefit from this training that if you attend and do not like it for any reason, just tell us. We'll issue a voucher of the same value that you can use for any of our future workshops, PLUS + SGD 100 cash to spend on yourself or on your loved



TRAINER PROFILE



Mr. 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.

Preston has led more than 100 seminars in 23 countries worldwide on compressing product development cycle time and taught product development courses at several universities. Companies that have attended his workshop include: **General Electric, Intel, General Foods, Siemens, Samsung, Daimler-Chrysler** and **Honeywell**.

Preston gained vast engineering and technology management experience over a period of twenty years. He was employed by **North American Aviation** (now part of Boeing), **Pratt & Whitney Aircraft, IBM, Bell Laboratories** (now Lucent Technologies), **General Motors Research Laboratories, Ensco** (a government transportation safety contractor) and the **Institute for Defense Analyses & Emhart** (merged into Black & Decker). From 1967 to 1971 he worked for **NASA** and was involved in providing system engineering for the Manned Space Program.

He is the co-author of the popular book, *Developing Products in Half the Time: New Rules, New Tools*. This book has over 100,000 copies in use by various companies in many industries. It ranks among the most popular product development titles at www.amazon.com. He is also the co-author of the popular book *Proactive Risk Management – Controlling Uncertainties in Product Development*. This book received the distinguished **Project Management Institute, USA award for the best book on project management in the year 2002**. In addition to nearly fifty published articles on rapid development, he regularly writes columns on product development and reviews books in the field.

Preston holds a Ph.D. in engineering from Stanford University, and is a member of the Product Development and Management Association (PDMA) and the Society of Concurrent Product Development (SCPD). He is listed in *Who's Who in Finance and Industry* and *Who's Who in the West*.

Some of the companies who apply tools from this workshop are:

- | | | |
|-----------------------------|------------------------------|-------------------|
| ◆ Black & Decker | ◆ General Motors | ◆ HP |
| ◆ Chrysler Corp. | ◆ United Technologies | ◆ IBM |
| ◆ Honda Motor Co. | ◆ The Boeing Co. | ◆ Motorola |

What You Will Get From the workshop

- ✓ All delegates will receive a comprehensive reference manual.
- ✓ Diskettes with formulae
- ✓ Post-course support via phone and email.
- ✓ Strategies for the immediate implementation of new learnings.

Pre-Course Questionnaire



To ensure that you get the most out of this course, a detailed pre-course questionnaire will be sent to you upon registration to capture your specific training requirements.

The completed forms will be analyzed by the course trainer, who will in turn incorporate common areas



These courses are also available in **IN-HOUSE** formats. For further enquires email info@kavaq.com

Who Should Attend?

Senior personnel from:

- R&D
- Product Development
- Innovation
- Process Improvement/Re-Engineering
- Technical Development
- Manufacturing
- Marketing
- Production

Training Schedule

- 8.30 am – Registration and morning coffee
- 9.00 am – Training starts
- 10.45 am – Morning coffee break
- 11.00 am – Training resumes
- 1.00 pm – Lunch
- 2.00 pm – Training resumes
- 3.40 pm – Afternoon coffee break
- 5.00 pm – End of training

Rapid Product Development

Mon & Tue 11th & 12th April 2005

Preparing for Rapid Product Development

- Where speed fits/doesn't fit
- Drawbacks to cutting too much time from your development schedule
- Balancing speed with project goals
- Calculating and applying the cost of delay
- **Exercise: working with the cost of delay**
- The fuzzy front end of development
 - Opportunities to move faster
 - Tools to accelerate the fuzzy front end

Capitalizing on the Product Related Factors

- Applying incremental innovation to avoid the mega-projects
 - The escalating impact of complexity
 - Letting customers tell you when the product is good enough
- Keys to involving the customers in designing the product
- Cross-functional, customer-centered product specification
- Aligning product architecture for speed
 - Modular architectures
 - Product architecture to control risk
- Exercise: applying incremental innovation/architecture to your products
- Focusing product definition on customers
 - Writing product specifications quickly
 - Cross-functional balance/buy-in
 - Managing creeping elegance

Assembling a Rapid Development Team

- Staffing product development teams
 - Choosing effective team leaders
 - Overcoming team fragmentation

Organizing team for rapid execution

- Empowering teams for action
- Selecting your organizational form
- Team co-location; making it happen
- The vital difference between assigning members and volunteering
- Using reward and other motivators
- Exercise: identifying/overcoming critical weaknesses in your teams

New Methods for Managing a Fast-Cycle Project

- Designing heavily overlapped development processes
 - Applying partial information/triggers
- Exercise: streamlining development
- Aligning management control systems for agility
- Managing project overload
- The 3 catastrophic effects of overloading your development resources and how to avoid them
- Exercise: discovering the fully loaded project
- Managing project risk to avoid late surprises
 - Using risk maps to manage projects
 - Watching for market risk, which is usually much more catastrophic than technical risk

Making Swift Organizational Changes

- Accelerating organizational change
 - Using pilot projects and redesigning bottlenecks to make organizational changes faster
 - The “breakthrough strategy” approach
 - Tapping the power of continuous improvement to build an adaptive development process for these changing times

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Proactive Risk Management



Proactive Risk Management for Product Development

Part I – One Model of Risk Management

1. What is risk and how is it managed?
 - Expanding beyond technical risks
 - Key earmarks of a risk
 - Risk management opposed to fire fighting
 - Remaining mindful of the opportunity side of risk
2. Using project risk models
 - Standard risk model
 - Other models
 - Pros and cons of each model

Part II - The 5 steps to risk management

1. Overview of the process
2. Adapting the process to your organization's needs

Step 1: Identifying project risks

- How early to identify project risks
- Alternative means of identifying risks (and when to use each method)
- Balancing optimism and pessimism
- Application to core case study

Step 2 - Analyzing risks

- Identifying and formulating risk drivers
- Estimating probabilities
- Calculating expected loss
- Application to core case study

Step 3 - Prioritizing and mapping risks

- Prioritization process
- Applying judgment to a numerical ranking
- Using a risk map
- Application to core case study

Step 4 - Planning resolution of targeted risks

- Types of action plans
- Emphasizing proactive plans
- Balancing a plan's benefits with its costs
- Application to core case study

Step 5 - Monitoring project risks

- Tracking progress on resolution
- Scanning for new risks
- Risk management metrics and data management
- Application to core case study

Part III - The 5 tools/toolkit of risk management

1. Sticky density
2. Spreadsheets
3. Decision analysis
4. Risk simulation
5. Design structure matrix

Part IV - The 5 strategies to risk management

1. Avoiding risk
2. Remaining flexible
3. Keeping in touch with customers
4. Staying proactive
5. Viewing failure productively

Part V – Implementing Project Risk management

- Fitting risk management into project management
- Training needs
- Countering fire fighting behavior
- Maintaining perspective

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ADVANCED PRAISE FOR MR. PRESTON SMITH

Comments on Rapid Product Development

"I came with an expectation to learn any new methodologies and benchmarks of good companies, and I am glad all my expectations were met, and I am also glad that our company seems to be on the right track of managing its products. I am enthusiastic to put in place the new learning curves and sharing them with my staff and senior management."

Ms. Celine Cha
Senior Product Development Manager
Osim International

"With the worldwide renowned speaker author of the book, we have much deeper understanding of the contemporary corporate world and up-to-date techniques and learnings."

Yu Zhen Hua
Senior Engineer
Philips Electronics Singapore Pte Ltd

"I would like to congratulate KAVAQ for being able to organise a "VALUE FOR MONEY" training"

Azmi Omar,
Engineering Manager,
Composites Technology Research Malaysia

"The seminar provided several techniques and ideas which are not practiced by our organization. These could be an interesting topic to be discussed with our management."

Tan Geok Su,
Deputy Project Manager,
Robert Bosch Malaysia

Comments on Proactive Risk Management

"The training was an eye-opener for me and will be of great help in risk management and risk communication."

Rene Driessens
RCC Manager
Philips Electronics (Thailand) Ltd

"I will now treat proactive risk management equally important as core product development activity."

Zulkapli B. Mustafa
General Manager
Telekom Malaysia Berhad

"Risk Management: A skill one must have to innovate."

Maria Cristina B. Estacio
Section Manager
Fairchild Semiconductor (M) Sdn Bhd

"This training gave me new exposure on turning risk into opportunity."

Zatil Arumah bt. Mohd Nawi
R&D Officer
Ain Medcial Sdn Bhd

"A systematic approach to risk management...the trainer puts science in risk management"

Ms. Su Thing Nee
Director of QA, Product Development and
Customer Care
SCA Hygiene Malaysia Sdn Bhd

"I feel that this is a very good training course because it takes a lot of aspects into consideration"

Eeo Boon Aik
Senior Assistant Manager
Sony EMCS (M) Sdn Bhd