

Breakthrough Ideas & Great New Products

Getting the Fuzzy Front End of Innovation Right

DR. ROBERT COOPER

➔ **MELBOURNE** // WESTIN HOTEL // 22-23 MARCH 2010

“Robert Cooper has a thorough understanding of his subject, excellent understanding of the business environment and can articulate clearly the concepts and detail of the topics covered.”

Mark Swinburn
IPM Leader
Cadbury Schweppes Australia



Innovation empowered...

2010 Prodex Innovation Masterclass Series

Facilitated by Dr. Robert Cooper



Realisation of the potential that the next decade 2010 has to offer means doing more than paying lip service to Product Innovation.

These 3 Masterclass workshops have been created to empower you and your innovation team. Facilitated by the World's #1 innovation scholar, the substantive best practice content will give you and your team the awareness, the understanding and the conviction to drive your new products to success.

We are excited to present Dr. Robert Cooper as the facilitator for the 2010 Prodex Innovation Masterclass. We hope you can join us in March.

Gerard Ryan Managing Director, Prodex Systems

About Prodex

Prodex Systems is a specialist provider of consulting, training and software implementation services which facilitate best practice management of new product development. Our consulting approach is closely aligned to Dr. Robert Cooper's methodologies and our consulting assignments include the implementation of idea, Stage-Gate and Product Portfolio Management systems.

“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 easily incorporate it in to our company’s innovation practices.”

Ulrich Begemann – Vice President R&D
Voith-Siemens GmbH Germany

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Innovation Challenges?



- Do you have a fully loaded pipeline but lack really great ideas that delight your customers?
- Do your best ideas become lost amongst smaller, more trivial development projects?
- Are you risk averse and finding it difficult to build convincing business cases for innovative, breakthrough new products?
- Do your development projects take far too long despite having new product processes in place?
- Do you have new product process in place yet your development projects still underperform?

Learning Outcomes



Create breakthrough new product ideas to achieve game-changing innovation

- Create strategically-driven new product ideas
- Improve the quality of ideas using proven Voice-of-Customer methods
- Use strategic approaches to develop strategic innovation ideas
- Promote a creative environment that stimulates out-of-the-box thinking
- Tap into external idea sources and employ Open Innovation

Select and develop great new product winners

- Pick the new product winners and predict success/failure early on
- Develop a unique superior product
- Implement a solid and factual business case
- Accelerate new products to market and maximise profits
- Employ “lean gates with teeth” concept for speedier, effective go/kill decisions

Who Should Attend?



The workshops are designed for executives, directors and senior management. Each workshop is strongly recommended for -

- CEOs & Directors
- R&D Personnel
- Project Managers
- Senior Management
- Marketing Personnel
- Brand Managers

Benefits of Attending

1 Save Time Researching and Evaluating Idea Generation Techniques

- Learn about methods that really deliver by receiving Cooper’s “A List” – a carefully constructed short list of best ideation techniques and methods that deliver
- Learn the pros and cons of the best 25 idea generation techniques and discover how they have been successfully applied by leading innovators
- Discover how to select methods that will work best for your organisation

2 Allocate Scarce Resources and Money Otherwise Wasted on Poor Ideas

- Apply proven scorecards to help pick winners early
- Facilitate fast and successful decision making
- Discover the best ways to select and prioritise new products
- Learn about product roadmapping and its role in driving winning new products

3 Translate Great Ideas into Winning Product Development Projects

- Learn how to build a robust business case for innovative ideas
- Manage the “fuzzy front end” of development projects more effectively
- Transform good ideas into winning products

Agenda: Breakthrough Ideas & Great New Products

CREATE BREAKTHROUGH NEW PRODUCT IDEAS TO ACHIEVE GAME-CHANGING INNOVATION

- 08:30 **Registration and Coffee**
- 09:00 **Installing a Pro-active Idea Generation & Management System**
This is an introductory session highlighting the critical need for blockbuster ideas, the profit impact that an effective ideation system has on a company, and how to install an effective idea capture-and-handling system.
- 09:30 **Breakthrough Ideas – a Focus on the Customer**
Customers are a strong potential source of innovation ideas but are often under-utilised or accessed in the wrong way. This session will focus on best practice methods such as crowdsourcing, ethnography and Voice-Of-Customer, that help identify unmet and unarticulated customer needs.
- 10:45 **Morning Tea**
- 11:00 **Team Exercise and Presentations “So what's stopping us?”**
- 12:00 **Strategic Inputs to Yield Breakthrough Ideas**
Most “big” ideas are the direct result of deliberate and solid strategic analysis and tools used to forecast the future. Learn how to develop Peripheral Vision, exploit Disruptive Technologies, and generate Scenarios to yield superb ideas.
- 13:00 **Networking Lunch**
- 14:00 **Breakthrough Ideas – Open Innovation and External Sources**
Numerous sources of new product ideas exist outside your company. Many companies already use them in an ‘Open Innovation’ approach, but encounter problems nonetheless. Discover how to select the most effective sources, build beneficial networks, and overcome the “not invented here” attitude. Exploit the value of Open Innovation!
- 15:45 **Breakthrough Ideas – from Inside the Company**
Your own employees can be a major source of ideas but often their potential remains untapped. Find out why and what can be done to harness potentially brilliant ideas.
- 16:15 **Q&A and Team Exercise “Which methods for your company”**
- 17:15 **End of Day 1 - Networking Reception (1 hr)**

SELECT & DEVELOP GREAT NEW PRODUCT WINNERS

- 08:00 **Sponsor Presentation (optional attendance):
Automating Idea, Stage-Gate & Portfolio Management - Sopheon**
- 08:30 **Project Selection and Picking the Winners Early**
In the early stages of product development, it is difficult to make sound Go/Kill decisions, mainly due to a lack of information about an idea or project and a high level of uncertainty. Learn how to make vital early Go/Kill decisions, including the idea screen, business case decisions, and the Go-to-Development decision. See how leading companies have implemented ‘lean gates with teeth’.
- 10:00 **Team Exercise “How we select projects & how to do it better”**
- 11:00 **Developing Unique, Superior Products**
The number one key to success in product innovation is developing a product with a compelling value proposition in the eyes of the customer. The fuzzy front-end work of a project, that is taking a solid idea and translating it into a winning concept, is essential for success. Learn the best methods.
- 12:30 **Networking Lunch**
- 13:30 **Driving the Product to Market**
The quest for both speed and profitability demands a best-in-class Idea-to-Launch system. NextGen Stage-Gate® is a newer, faster, flexible and scalable new product process. See how it works!
- 14:45 **Building a Solid Business Case**
Many of the best ideas never progress to development because management is risk averse and afraid to move forward with limited information when facing major investment decisions. Learn how to build the right business case that gives breakthrough ideas a solid chance for investment... the right front-end homework. See how to correctly ‘front-end load’ your projects.
- 16:15 **Q&A and Team Exercise “Next steps for your business”**
- 16:30 **End of Masterclass**

Registration: Breakthrough Ideas & Great New Products

Attendee Details

Salutation: _____ Name: _____

Position: _____

Organisation: _____

Email: _____

Address: _____

City: _____ State: _____ Postcode: _____

Tel: () _____ Fax: () _____

I have read and accept the terms and conditions of this agreement. Attendee Signature: _____

(Registrations will not be accepted without signature)

Method of Payment

Please note that payment must be received before the event. Payment is required within 5 working days on receipt of invoice.

- Cheque: Made Payable to Prodex Training
- Bank Transfer: Commonwealth Bank Australia
BSB 064121 Account No. 1021 0325
Please quote organisation name as reference

Please debit my

- VISA MasterCard American Express

Credit Card No:

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American Express Security Code:

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Signature: _____ Exp. Date: _____

Additional forms can be downloaded from www.prodex.com.au/masterclass

Westin Hotel Melbourne 22nd & 23rd March 2010

\$3500 + GST

Super Early Bird discount - 20%
(Offer Expires 31/12/09)

Early Bird discount - 15%
(Offer Expires 31/1/10)

Early Bird Team discount - 20%
(For Teams of 3 or more - Offer Expires 31/1/10)

PDMA Member discount - 10%

NB: Only one discount available per booking

Price includes all lunches, refreshments and training materials

You can register for our event in any one of the following ways:

Online

Visit our website for an online form at:
www.prodex.com.au/masterclass

Phone

Call our operators on:
+61 7 3369 9350

Fax

Fax the completed form below to:
+61 7 3369 9242

Mail

Send the completed form below to:
**Prodex Training
P.O. Box 1953, Toowong QLD 4066, Australia**

Terms & Conditions

Payment Terms: A feature of Prodex Training events is our restriction on the number of attendees to enhance the quality of your training experience. To avoid disappointment we encourage your early registration and payment. No booking will be guaranteed until payment is received in full.

Substitution: You may substitute your attendance with an alternate delegate at any time. We request written notification in advance of the event to allow alteration to delegate lists and name tags.

Confirmation: Once you have registered and paid for this event your position will be confirmed. We will prioritise registrations on a "first in first served" basis and cannot reserve or hold positions at this event without full payment. Receipt of your payment and registration shall constitute "Confirmation" without a requirement for Prodex Systems to issue a separate notification of confirmation.

Cancellation: All registrations carry a 50% cancellation liability upon receipt by Prodex Systems of a signed registration contract or your electronic acceptance of these terms and conditions. Cancellations must be received in writing by mail or fax six (6) weeks before the specific event is to be held in order to obtain a credit voucher to the value of 50% of the total fee paid which may be used at any Prodex Systems training event which is held within 18 months. No cancellation can be made within 6 weeks of the event and the full event registration fee is payable and non refundable. Payment terms are seven days and payment must be made prior to the event. Non-payment or non-attendance does not constitute cancellation.

Acknowledgement: The registrant agrees by the signing this contract, that in the event of cancellation of this event that Prodex Systems has no responsibility for travel, accommodation or other costs which may be incurred by the registrant. In the event of cancellation by either party, the event fee will not be refunded but can be credited toward a future event. The event content is subject to change without notice. Prodex systems shall make every reasonable effort to conduct this event as advertised however reserves the right to change event dates, locations or content if required. In these situations no refunds will be made. In the circumstance that Prodex Systems permanently cancels this event including but not limited to any force majeure incident and providing that this event is not postponed to a later date, the registrant shall receive a credit note for the amount paid to allow registration at a future Prodex Systems event which is held within 18 months.

Privacy: Personal information is collected, stored and used by Prodex Systems in accordance with Privacy legislation. You have requested to receive marketing information from Prodex Systems and in so doing, agree to Prodex Systems retaining this personal information on the Prodex Systems database to be used by Prodex Systems and passed to selected third parties to assist in communicating information by any means about products and services which may be of interest. To stop receiving information, please contact Prodex Systems at: prodex@prodex.com.au Prodex Systems Pty Ltd, PO Box 1953 Toowong 4066 Brisbane Telephone +61 7 33699350.

Governing law: This agreement shall be governed in accordance with the law of Queensland and the parties submit to the exclusive jurisdiction of the Courts in Brisbane.

Free Book Offer

All delegates received a complimentary copy of Dr. Cooper's best selling book, '**Generating Breakthrough New Product Ideas**'.

