

Innovation Strategy and Portfolio Management

Making Strategic Choices
and Picking Winners

October 15 – 16, 2014
FRANKFURT [D]



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.

Do you face these challenges?

- You cannot reach your growth goals just with product improvements, extensions and modifications
- Your development pipeline lacks exciting new product concepts – it's filled mostly with small, low-value projects which consume all your development resources
- You have difficulty prioritizing projects and killing the weak ones
- You react to any new idea that comes along, but you need to act more strategic

If so, this seminar may be right for you!



five is innovation
management

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 120 academic articles and seven books, including the best selling “Winning at New Products”.

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

Many companies in North America, Europe, and Asia have introduced his methods, e.g. 3M, BASF, BSH, 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 Innovation, Business Development, R&D, New Products, Marketing and Operations Management.

THE SEMINAR

A compelling two-day seminar which draws on the wealth of experience Cooper possesses from working with the world's leading firms in product development:

- 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

Wednesday, October 15, 2014

- 08:30 Registration and Coffee
- 09:00 Defining Strategy and the Impact of a Product Innovation Strategy on your Business Performance
- 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 Crafting a Product Innovation Strategy, Part I: Defining Your Goals & Selecting the Arenas
- Realistic goal-setting for product innovation
 - Establishing meaningful metrics to measure results
 - Defining strategic arenas – areas where you should focus your R&D efforts for maximum leverage and profitability – and using the strategic map
- 12:45 Networking Lunch
- 13:45 Crafting a Product Innovation Strategy, Part II: Deployment, Buckets & Roadmaps
- Making key deployment decisions – strategic buckets to ensure the right mix and types of development projects
 - Creating your strategic product roadmap – the placemarks for major development
- 16:15 A World-Class Idea-to-Launch Process – a Pre-Requisite for Portfolio Management
- Key elements of a Stage-Gate® innovation system, especially the gates as an important key
- 17:00 Introduction to Best Practices in Portfolio Management, Part I: Maximizing the Value of Your Portfolio
- The five goals of portfolio management
 - Using the correct methods for maximizing the value of your development portfolio [Economic techniques and productivity index]
- 18:00 End of Day 1

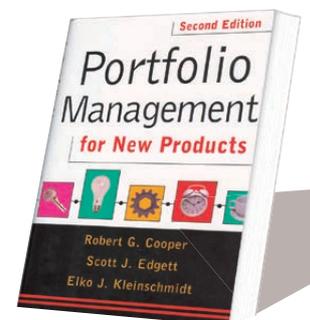


This newest book outlines a systematic approach to the product innovation and technology strategy and tactics.

DECIDING YOUR NEW PRODUCT PORTFOLIO

Thursday, October 16, 2014

- 08:30 Continue with: Best Practices in Portfolio Management, Part I
- Dealing with [and valuing] risky and high-uncertainty [venturesome] projects
 - Determining probabilities of success
- 09:00 Best Practices in Portfolio Management, Part II: Profiling & Scorecards to Pick Winners, and Achieving the Right Mix & Balance of Projects
- Non-financial approaches to select projects: Profiling, markers & scorecards to pick winners
 - Getting the right mix and balance of projects in your portfolio – between long term and short term, high risk and low risk, innovation versus renovation projects, and across markets and technologies
- 11:15 Best Practices in Portfolio Management, Part III: Strategic Alignment and Resource Adequacy
- Achieving strategic alignment – so that your pipeline portfolio mirrors your business's strategic priorities
 - Ensuring a balance between resources required and resources available – capping the number of projects in the pipeline
 - Ensuring that your portfolio of projects meets your overall NPD goals for your business
- 12:30 Networking Lunch
- 13:30 Developing a Portfolio Management System for Your Business
- How to forge the link between project selection, your development process and innovation strategy
 - Deciding on strategic buckets – how to define them
 - Getting the gates working
 - Managing portfolio reviews to achieve alignment and the right project mix
- 15:15 Implementing Portfolio Management
- Key tips and hints on how to design and implement a Portfolio Management system
- 16:15 Final Discussion, Wrap-Up and Questions & Answers
- 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 is innovation consulting

As leading European experts for innovation and growth in Central Europe, 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 state-of-the art Stage-Gate® principles and portfolio management,
- leveraging their innovation projects with Voice-of-Customer research, market intelligence, business case development and project management.
- and developing and strengthening their innovation culture

don't wait - innovate.

www.five-is-innovation.com



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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

October 15 - 16, 2014 / Beyond Stage-Gate®

On Wednesday evening, five is invites all participants to a networking reception and dinner.

VENUE & ACCOMMODATION

Fleming's Conference Hotel Frankfurt

Elbinger Straße 1-3, 60487 Frankfurt am Main

phone +49 (0) 69 5060400

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e-mail frankfurt.conference@flemings-hotels.com

Rooms can be reserved at special rates. These rates are guaranteed until September 12, 2014. Please mention the code "COOPER SEMINAR".



PRICE

1.950,- (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 networking reception and dinner on Wednesday evening.

REGISTRATION

Please contact five is innovation consulting gmbh
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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 September 12, 2014 we shall charge an administration fee of 10%. No refunds will be made for cancellations after September 12, 2014. You are always welcome to send a colleague to the seminar in case you are unable to come.