Chicago, IL

Product Line Roadmapping and Innovation Planning

Key Learning Benefits:

- Examine and learn the best Roadmapping tools and techniques - How to do it.
- Learn how to develop a profound business case for implementing Product Line Roadmapping and Innovation Planning
- See what Product Line Roadmaps look like and why they are so valuable
- Develop an understanding of how to "communicate" Product Roadmaps and Innovation Plans
- Learn how Innovation Planning raises competitiveness to a different level
- See how Opportunity Identification and Project Evaluations are best conducted
- See how best to define Product Line objectives and targets for innovation
- Learn how to recognize and attack the critical constraints on your product line
- Explore the how's and why's of establishing a Roadmap interface to Customers, Supplier, and Partners
- Learn how to link Product Line Roadmaps to Portfolio Management, Concept Generation, Staged Development, and Product Management
- Gain an understanding of how to establish and then leverage all Platforms types: Technology, Market, and Product
- See how Knowledge and Data Management systems facilitate the quality and speed of Product Line Roadmapping and Innovation Planning
- Learn how to make Organizational Dynamics and Politics work in favor of Product Line Planning and Innovation Planning
- Learn how to greatly increase "Bloody Brilliant" influences on your product lines
- Gain an understanding of the "Work Breakdown Structure" of conducting Product Line Roadmapping and Innovation Planning

July 19-20, 2006 Chicago IL

THE ADEPT GROUP

Dear Product Development Professional,

Product Line Roadmapping and Innovation Planning provide the starting point of corporate profitability. Do them well and you are far along the way to raising shareholder value. Do them poorly and it's a surefire bet that profitability decline is around the corner.

Companies wanting to improve the output of their innovation efforts have no choice but to build expertise in these approaches. Yet, no one tool or method will address all of the issues and nuances that arise in such endeavors. The purpose of this very important workshop is to share learning's, experience and research about the best approaches to Product Line Roadmapping and Innovation Planning. Participants will gain an understanding that will enable them to move their organizations forward in realizing the enormous benefits of these critical NPD processes.

This insightful Product Line Roadmapping and Innovation Planning workshop and seminar drills deep into the topics, with particular emphasis on how organizations get things done and gain benefits - quickly. It specifically addresses the means by which organizations can radically improve the strategic impact from and efficiency of their NPD efforts through sharp Product Line Roadmapping and intelligent Innovation Planning. The workshop combines best practices in Product Line Roadmapping and Innovation Planning with best practices in deployment.

Throughout the two-day learning experience, we will emphasize how to speed the accrual of benefits from Product Line Roadmapping and Innovation Planning to make notable difference both to your organiztion and for its shareholders.

Please call with any questions. I look forward to seeing you at the workshop.

Best Regards,

Paul O'Connor

Managing Director,
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To Register:

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Day 1

- ## Understanding Product Line Strategies and Exploiting The Impact of Innovation

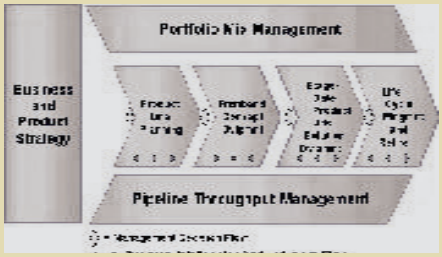
Selling a product or service at a price greater than its cost is the basis of business. Getting the most out of a product line is the management science of intelligent business. In this session, you will gain a general understanding of product lines and the strategies employed to gain and maintain extraordinary profits.

An overview will be provided to reflect various industries, whether B2B, B2C, high-tech, low-tech, product oriented, service oriented, long lifecycle, or short lifecycle.

- ## De facto versus Intended Product Line Strategy: Responding to the Gap

Where a management team would like to take a product line is often different than where actions and decisions are taking it. To move forward, managers must first identify this gap and articulate reasons it exists.

During this session of the workshop, participants will use specific methodology to sort out quickly both the de facto and the intended strategies for their product lines. Teachings will focus on key practices related to establishing product line strategies and exploiting potential innovations.



- ## Making The Business Case for Doing Product Line Roadmapping and Innovation Planning: Time and Costs vs. Gains

There is no such thing as a free lunch. An investment of time and money must be made if the gains of Roadmapping and Innovation Planning are desired.

A breakdown of the benefits and the total cost of Roadmapping and Innovation Planning will be laid out in a business model format that each participant will modify to fit their own situation. Throughout the workshop, participants will detail and customize the model so that when they return to their organizations, they can better articulate the business case for moving forward.

- ## Product Line Roadmapping and Innovation Planning as a Critical NPD Process

Roadmapping of technologies, markets and product lines, coupled with innovation planning, create a powerful link between strategic planning and new product development. The workflow and decision flow of this process will be shared, along with common organization-specific nuances and guidelines for carrying out all processes.

- ## Key Elements and Steps of Product Line Roadmapping and Innovation Planning

Certain practices and methodologies within Product LineRoadmapping and Innovation Planning must be implemented such that they facilitate the accumulation and analysis of important information.

Examples of such techniques as "Directional Policy" analysis, "Market Segmentation" schemes, "Building Block" patent analysis, "Voice of the Customer" accumulation, and knowledge "Cluster Analysis" will be shared.

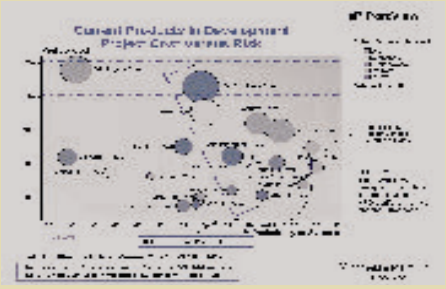
- ## Knowledge and Bloody Brilliant Insights: Aggregating, Building, Managing,and Product Line Knowledge.

All organization have tremendous knowledge of their product lines, the markets they serve and their competitors. The ability to aggregate, manipulate, add to and analyze this knowledge is the workhorse of Roadmapping and Innovation Planning. In this session, participants will explore the "black box"of Product Roadmapping and Innovation Planning: ***How to facilitate knowledge into brilliant insights that, in turn, translate to powerful actions.***

Day 2

- ## Simultaneous Leverage of Platforms and Building Blocks: Product, Technology and Market

In this session, participants will engage in interactive dialogue focused on potential steps that their organizations need to take to improve innovation proficiency. The dialogue will explore how best to implement the correct practices. Participants should expect numerous interrelated topics to arise in this dialogue. You will obtain feedback from your peers in other organization and test your mental models of how smart implementation works against unique organizational situations and constraints.



- ## Visualizing and Communicating Roadmaps and Plans

An organization must first understand and embrace a product line roadmap and innovation plan if notable gains are to be realized. But not all of the people who will be affected will be intimate to the creation of the roadmaps and plans. Sharing a deep understanding and developing organizational commitment to the roadmaps and plans is as important as the plans themselves. Here we will explore critical guidelines of embedding the roadmaps and plans in the NPD strategies, activities and decisions of the organization.

- ## Implementing Roadmapping and Innovation Planning: People and Systems.

How you implement is just as important as what you implement. In this section of the workshop, you will learn how to implement practices and deploy components so as to:

- Keep Product Line Planning and Innovation Planning on track, and
- Quickly gain the most benefits from all work efforts.

This section of the workshop will also lay out key factors that cause implementations to derail and practical approaches to avoiding them. Emphasis throughout this section of the workshop is on gaining and sustaining benefits from Product Line Planning and Innovation Management.

- ## Facilitating the Job at different levels of Organizational Capability

Organizations are at different levels of capability to conduct all "best-in-class" steps in Product Line Planning and Innovation Management. In this session, participants will learn how to assess their organization's "capability maturity," to facilitate activities to match the current level of capability and to create a path forward to improve the organization's skills, supports and capabilities.

- ## Systems, Supports, and Software Tools: From Excel to Enterprise-wide, Integrated Product Line Roadmapping and Innovation Planning

Most experts agree that IT support to NPD, portfolio management, Roadmapping and Innovation planning can and will greatly improve NPD productivity. Organizations no longer have a question of whether they will invest in software and systems to support these processes. Rather, it is a question of when and how. In this section of the workshop participant will learn the current state of tools to support Roadmapping and innovation planning -- from Excel to enterprise systems-- and to match these software tools to your organization.

- ## Feedback and Close

In this closing session, participants will share their summary thoughts on Product Line Roadmapping and Innovation Planning along with insights about employing their new knowledge.

To Register:
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Follow up

Following the in-depth workshop, The Adept Group stands ready to answer questions via email and telephone. We understand that when participants get back to their organizations, reality can set in. Actual organizational dynamics can make Roadmapping and Innovation Planning and real-life implementation look different than it did in the workshop. Participants leave with an open invitation to contact The Adept Group for ongoing help and advice.

Also...
Consider our 2-day workshop on Portfolio, Pipeline and Platform Management. More information at : www.adept-plm.com/ppm_workshop.htm

- Some of the companies that have previously attended Adept Group training workshops:

Affymetrix, Amway, Arch Chemicals, BASF, Battelle, Bush Brothers, Cerner, Coca-Cola, Cointstar, Chevron, Church & Dwight, Dofasco, ExxonMobil, FedEx, FPL Energy S ervices, Goodrich, Herman Miller, Hewlett-Packard, Hollister, Honeywell, Intel, Kimberly-Clark, Lubrizol, Lucent Technologies, Motorola, Dade-Behring, Nalco, National Starch, NOVA Che mical, Novartis, O. C. Tanner, Pfizer, Porter-Cable, SAP, State Farm, Praxair, J&J, P&G, Sara Lee, Square D, SC Johnson, Smith & Nephew , SmithKline Glaxo, Sprint, Standard & Poors, WR Grace, Swagelok, Tellabs, E quiStar, Telefonica del Peru, Timken, Uniqema, Weyerhaeuser, and Wrigley.

12 Key Learnings

You will learn how to:

1. Apply best practices to gaining the most from ProductLine Roadmapping
2. Link top down business strategy with bottom-up Innova- tion Planning and Management
3. Link Product Line Roadmapping and platform management to overall NPD management
4. Link robust Product Line Roadmapping and Innovation Management with product strategy, concept generation, product lifecycle management
5. Deploy Product Line Roadmapping and Innovation Planning at a pace that matches your organization
6. Gain the most strategic leverage over your product lines
7. Establish and use the best predictive metrics and project forecasts to match your organization and decision requirements
8. Develop a value proposition and a business case for implementing Product Line Roadmapping and Innovation Planning
9. Carry out an Product Line Roadmapping and Innovation Management implementation so as to speed benefits to your company
10. Combine software systems and supports with organizational processes to facilitate notable advancements in Product Line Roadmapping and Innovation Management
11. Develop the right targets for innovation to achieve an optimized NPD portfolio
12. How to lay out the essential components of Technology, Market, and Product Line Roadmaps (and see why these are essential for an optimized NPD portfolio)

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About Adept

The Adept Group is a leading consultancy in New Product Development, serving clients around the world. Founded in 1984, The Adept Group focuses solely on helping organizations radically improve the speed, efficiency, and strategic impact of new product development. Adept delivers significant and measurable improvements in product development and innovation management.

Through client work, research, publications, topic-specific workshops, The Adept Group is widely recognized as a key contributor in the advancement of new product development process implementation, portfolio and pipeline management, innovation management, product line roadmapping and software systems supports

Course Leader

Paul O'Connor is an expert in the field of New Product Development Productivity. For over 20 years he has consulted on process implementations and improving NPD performance. His article in the Journal of Product Innovation Management entitle "Implementing a Stage-Gate Process: A Multi-Company Perspective" has been cited by numerous authors and is used as a teaching aid in several MBA programs. He is a contributing author on "Implementing Product Development Process" in The Handbook of New Product Development (1996, 2004), as well as on "SpiralUp Implementation of Portfolio and Pipeline Management" in The PDMA ToolBook (2004). Mr. O'Connor is a certified New Product Development Professional and a Past-President of PDMA.

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Registration

- **Registration Fee***

  The fee for Product Line Roadmapping and Innovation Planning training is $2,695US for the first person attending from each organization. The fee is $2,195US for the second person from each organization, and $1,695US for each person thereafter. Please add $195US per participant for European workshops. Class size is purposely limited.

- **Payments**

  Payment is due before the workshop. We can accept checks, Visa, MasterCard, and American Express. Make checks payable to "The Adept Group Limited, Inc."

- **Venue**

  July 19-20, 2006 Chicago, IL

  The hotel location will be posted before the workshop. Registered participants will be contacted via email and phone.
  Start Time is 8:30AM
  End Time is 4:30PM

- **Cancellations**

  Cancellations must be made at least 15 days in advance of the work-shop. Credit will apply toward future workshop. If preferred, full refunds, less a $450 fee, will be mailed to you via check. No refunds or credits will be made if cancellation is received less than 15 days prior. Register Online:

  www.adept-plm.com/rmip_training.htm

- **On Site Training:**

  This course is offered for on site training, customized for individual organizations. Fees are $19,700US plus $450 per attendee beyond the count of 15, plus normal out of pocket expenses

To Register:

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