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www.newproductvisions.com/workshops



Are these issues a concern for your business?

...growing the top and bottom line faster.

...new products are always late to market.

...product quality is getting worse.

...products are not successful when launched.

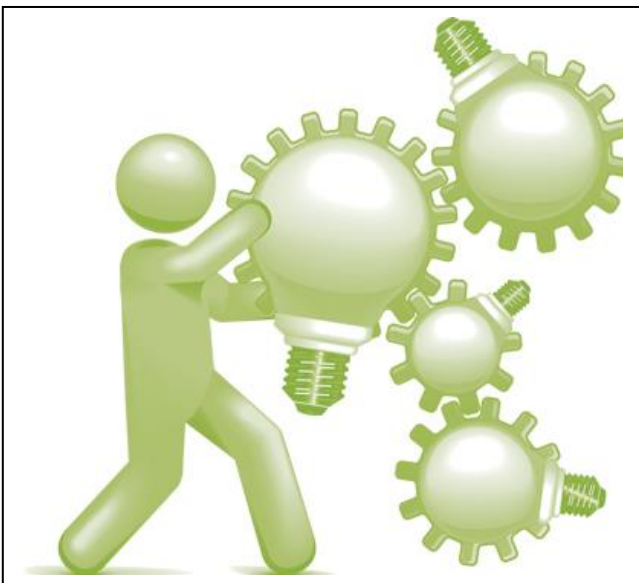
...we need to develop new products faster.

...competition is getting tougher.

The Innovation Coach Workshop Series can help!

Innovate to Accelerate Business Growth

Innovation Coach® Workshop Series



“The Innovate to Accelerate Business Growth 2-day workshop is ideal for small to mid-sized businesses, and a cost effective way to quickly learn how to improve your ability to manage innovation and grow revenue and earnings from new products.”

Jeff Groh
President, New Product Visions

Why should I invest my time in this workshop?

Short-term Benefits

- ✓ **Projects will run smoother.**
- ✓ **Better coordination between functional groups.**
- ✓ **Improved use of resources.**
- ✓ **Higher quality and faster decision making.**

Long-term Benefits

- ✓ **A culture that supports and encourages innovation.**
- ✓ **More effective long-term planning.**
- ✓ **New products are more successful.**
- ✓ **Top line revenue and gross margin growth >10%.**
- ✓ **Earnings growth of >30%.**

Who should attend?

- ✓ **Senior management (owner, president, CEO)**
- ✓ **Functional managers (engineering, manufacturing, marketing, project managers)**
- ✓ **Other key employees involved with new product development (NPD)**



Agenda

Day 1

- ✓ Welcome and introduction
- ✓ Management model and culture
- ✓ Business models
- ✓ Product platforms and roadmapping
- ✓ Managing the front-end of innovation
- ✓ New product definition
- ✓ Day 1 wrap up and homework

Day 2

- ✓ Phased development process
- ✓ Full NPD process architecture
- ✓ Project management
- ✓ Organization and team structure
- ✓ Team dynamics
- ✓ Fostering communication and creativity
- ✓ Workshop wrap up and next steps

INSIDE THIS WORKSHOP

- ✓ Workshop registration and continental breakfast begin at 8:00 a.m.
- ✓ Workshop starts at 8:30 a.m. and concludes by 5:00 p.m.
- ✓ Course fees include course book, training materials, continental breakfast, breaks, and lunch.
- ✓ Format includes presentations, group and individual exercises, and case studies using real companies.
- ✓ An interactive format that encourages group learning, with a small class size (maximum 5-6 non-competitive companies and not more than 10 participants).

How much does it cost?

- ✓ The workshop costs \$1,375/person. Discounts are available for multiple attendees from same company.

What else?

- ✓ A 100% money-back, no-questions-asked guarantee. If you are not completely satisfied, we will refund the course fee.
- ✓ 1, 3 and 6 month 1-hour online follow-up consulting at no charge is included in workshop fee.
- ✓ Workshop can be customized and presented onsite. Contact New Product Visions for details.

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WHO ARE WE?

New Product Visions (www.newproductvisions.com) helps organizations improve the effectiveness of their new product development processes. We specialize in small to mid-sized companies that manufacture highly engineered products.

The Innovation Coach® and Roberts Rules of Innovation® (www.robertsrulesofinnovation.com) are the property of Brands & Company, LLC of Stuart, FL and licensed to New Product Visions. Roberts Rules of Innovation provide the framework for the Innovation Coach workshops presented by New Product Visions.