

2 Day Product Development Strategy Assessment

A review of the complete Product Development Strategy will be undertaken and proven tools, techniques and experience will be provided, to enable Senior Executives to make correct decisions quicker.

We will help Senior Executives;

1. Understand and clarify the Product Development Roadmap.
2. Map the risk/rewards of current and future opportunities.
3. Develop a simple coherent framework for specification of new Product Ideas.
4. Provide tools for quickly choosing the best Product Ideas to develop.
5. Develop top-level project status monitoring tools, based on proven techniques.
6. Understand a separate Technology Roadmap.
7. To inspire and create a positive, productive forward looking atmosphere.
8. To identify ongoing training/mentoring requirements of Project Managers and other key technical staff.

Businesses of all sizes, and in all sectors, can benefit from improved visibility and understanding that enables:

- A competitive edge
- The development of a more effective, productive use of resource
- Improved skills and efficiency in work practices
- Keeping ahead of the pace of change and utilizing global technology development
- Motivating and empowering your people

Personalised guidance will be provided on how to consolidate existing processes and information, and improve in areas that will fast track product development and ultimately boost the performance and competitiveness of your business.

Target audience:

Business leaders and senior managers of product development organisations that employ between 1 and 250 employees

Business Plus

- Product Development Assessment

Day One - Product Development Strategy Assessment:

Day 1 – Product Roadmap and Portfolio

Introductions

Where you want to go?

Understanding the markets

Balancing Risk and Reward

Define your most important ideas

Develop the roadmap of how to get there

Technology Roadmap

Day Two - Product Development Strategy Assessment:

Day 2 – Specific Products

Specifying Product Ideas

Comparing Product Portfolio against Business

Goals

Comparing and Choosing the best Product Ideas

Key Project Management skills

- Resource Planning

- Reporting project status

- Ongoing mentoring

Action Plan