

# New Product Development

Fast & Focused Approach



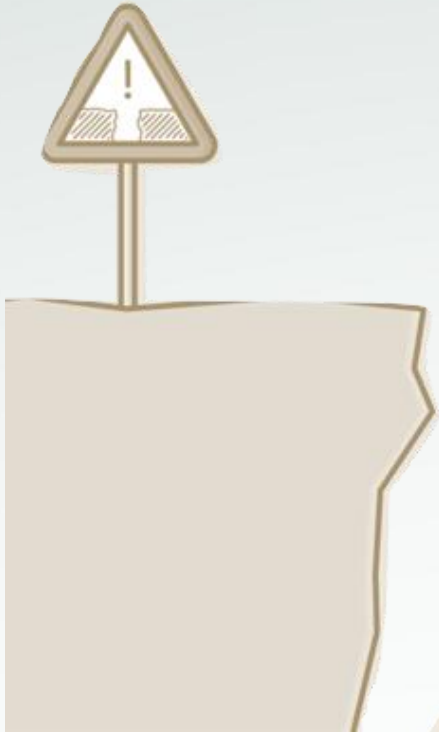
# NPD Agenda

- Companies now live in a fast-paced transformation environment, where costumers push change and innovation at an "unconventional" speed.
- The long-time established Product Development Process (PDP) methodologies in companies are being challenged to meet this new reality.
- We help companies implement a faster and more effective methodology to manage their New Product Development (NPD) cycle, with a strict governance and focused on the overall business goals



# NPD Pitfalls

NPD standard methodologies in all industries are quite orthodox and easy to understand, but as you already know, the pitfalls of implementation are usually:



- Weak governance, fragmented, with overweighed leadership by one of the involved stakeholders. (usually either the R&D or the Commercial areas), that undermine the balance of power and generate conflicts
- Pressure for short term results misaligned with existing product or portfolio lifecycles
- Weak or inadequate measurement of the expected vs actual impact on P&L
- Inadequate or inexistent time – resources – results control loop

# Our Approach



## STRONG GOVERNANCE

We define and implement a governance model adequate to your organization and product portfolio. Reliant on strong planning and execution control, with balanced power checks/balances and reporting models. Accountability is the key.



## RESULTS DRIVEN SELECTION OF INITIATIVES

Our implementation approach defines mechanisms to filter and prioritize initiatives according to company's business goals – Financial targets such as EBITDA are the most usual measure of impact, but others may be defined.



## AGILE BASED METHODOLOGIES

Agile techniques are part of the implementation and methodology – it speeds the processes and empowers your teams.



*Our value proposition*



# Program Flow

## Business Review and Implementation Process

1

### BUSINESS REVIEW

- Review Current NPD Status
- Methods & Practices
- Stage, Gates & Performance Gap Analysis
- Engagement Assessment
- NPD Management Practices Assessment
- Preliminary Roadmap
- Define NPD Toolbox

2

### SET UP

- Set Up Team & Governance
- Define & Agree Needs to be addressed
- Define NPD target /Stages Settings
- Define Report Model
- Validate NPD RACI
- Mobilize Organization (Communication)
- Kick Off

3

### NPD IMPLEMENTATION

- Concept phase
- Feasibility
- Development
- Initial Pilot
- Implementation (Execution |Production)
- Lock In Results



We don't like  
to get small  
challenges.



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