



Strategy 2 Market, Inc.
PDMA Certification Preparation Course Review

Courses are held at the University of Chicago - Gleacher Center, located at 450 North Cityfront Plaza Drive in Chicago. Breakfast, lunch and refreshment breaks are included in the course fee. Catering is provided by Wolfgang Puck Catering.

Nearby hotels include:

- Sheraton Chicago Hotel and Towers (800) 916-4614
- Hyatt Regency Chicago (800) 444-6835
- Embassy Suites Lakefront (800) 664-6835
- Chicago Marriott Downtown Magnificent Mile (800) 574-0835

Each student will receive the following materials:

- Official, licensed PDMA Certification Review Workbook
- Additional lecture materials from Strategy 2 Market, Inc.
- NPDP Preparation Review Personal Preparation Plan
- Individual Study Plan
- Post-seminar New Product Development test

Agenda

Day 1

- 8:30 – 9:00 Registration / Breakfast / Networking
- 9:00 – 9:30 Introduction / Review Objectives
- 9:30 – 12:00 New Product Development Strategy – Business, product, market and platform strategies must be linked and self-reinforcing to be effective
- Business Strategy, including types and examples
 - Core Strategic Vision
 - Product Strategy
 - o Developing Product, Market, Technology and Platform Strategies
 - o Types and Examples of Strategies
 - o Types and Examples of Innovation
 - o Roadmaps
 - Product Innovation Charter
 - Case Study
- 12:00 – 1:00 Lunch / Networking
- 1:00 – 2:30 Portfolio Management – A formal process for evaluating and selecting the appropriate NPD projects ensures execution of the intended strategies
- What is Portfolio Management?
 - Types of projects in a Portfolio
 - Senior Management Role
 - Goals of Portfolio Management
 - Models/Tools for Portfolio Management
 - Integration Issues with the NPD Process
 - Case Study
- 2:30 – 2:45 Refreshment Break
- 2:45 – 4:45 New Products Process– A formal process with specific activities and checkpoints ensures that new product development projects are carried out properly and increases probability of new product development success
- Definitions

- Stage-Gate
- Phase Review Process
- Decision-making
- Process Owners

4:45 – 5:00 Wrap-up

Day 2

8:30 – 9:00 Breakfast / Networking

9:00 – 11:30 Marketing Research– Gathering and evaluating effective market/customer/competitor information is key to identifying and creating successful new products that meet an important, unsatisfied customer need

- Tools, including use, pros, cons
 - o Secondary research
 - o Focus Groups
 - o Customer Visits
 - o Voice of the Customer
 - o Kano Analysis
 - o Segmentation
 - o Perceptual Maps
 - o Traditional Concept Testing
 - o Conjoint Analysis
 - o Market Modeling
 - o Product Use Testing
 - o Market Testing
- Case Study

11:30 – 12:30 Lunch / Networking

12:30 – 2:30 Tools and Metrics – Tools help your NPD teams carry out NPD activities efficiently and effectively; metrics monitor key parts of your process to help you identify problems and fine-tune your process

- Tools
 - o Portfolio Management
 - o Financial Analysis / Forecasting
 - o Idea Generation
 - o Quality
 - o Engineering Design / Technical

- Project Management
- Market Research / Marketing
- Metrics
 - Fundamentals
 - Measuring Success

2:30 – 2:45

Refreshment Break

2:45 – 4:15

Teams, People and Organizational Issues – Having the right organizational and team structure that supports the NPD process is crucial to success

- Definitions
- Project Team Organizations
- Team Culture and Process
- Building and Managing a New Product Team
 - Roles in New Product Development
- Organization Issues in Supporting Teams
 - Senior Management Roles
 - Cross-Functional Interfaces
 - Factors Affecting Multi-Functional Team Effectiveness

4:15 – 4:45

Post-seminar New Product Development Test

4:45 – 5:00

Wrap-up