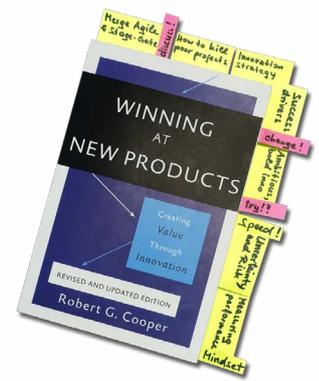


# AGILE, ADAPTIVE, ACCELERATED

Online-Event-Series with Robert G. Cooper,  
Angelika Dreher and Peter Fürst

Coming up in June 2021

---



## BENEFITS

## WHAT YOU LEARN

- Mastering the challenges of digital transformation in new product development
  - Launching new products with added value faster and more successfully
  - Applying agile methods in physical product development appropriately
  - Managing innovation activities strategically
  - Focusing on the right projects and optimizing the use of resources for innovation
- 

## WHO WE INVITE

The seminar is designed for executives and senior managers as well as innovation managers who are responsible for maximizing the returns on their innovation efforts in the fields of Business Development, R&D, Product Management, Marketing and Operations Management.

---

## WHAT YOU GET

**8 intense lectures of 30 to 90 minutes on the following topics**

- Innovation Challenges and the Critical Success Drivers in New Product Development
- Digital Transformation and New Product Development
- 5th Generation Stage Gate: Adaptive, Flexible, Accelerated
- Effective and Efficient Gatekeeping
- Idea to Project Process: Challenges and Solutions in the Front End of Innovation
- Merging Agile with Stage Gate and Making it Work in Your Business
- Innovation Strategy and Portfolio Management
- Creating the Right Climate & Culture for Innovation

**4 hours of hot question sessions & in depth consultative sessions**

**4 reflection and networking sessions to digest insights**

**Multiple opportunities for organized networking and exchange between the participants**

# SCHEDULE

---

June 22, 2021

## Day 1 – Critical Success Drivers and Challenges From Digitalization

**Morning**

- 8:30 Technical check in (2 time slots of 30 minutes each)
- 9:30 Ice breaker session, introduction of participants
- 10:30 End of morning session

**Afternoon**

- 13:00 Introduction to the event series, objectives, agenda
- 13:15 **Innovation Challenges and Why New Products Succeed (Cooper)**
  - Winners versus losers – what do the best firms do differently?
  - What are the really important common denominators of new-product success?
  - The seven most important practices to build into your new-product methods
- 15:00 Gap analysis current practice vs. best practice
- 15:20 **Digital Transformation and New Product Development (Cooper)**
  - The new digital world for manufacturers – smart or digital products
  - Digital tools to accelerate the process (e.g. 3D prototyping, modeling, simulations, AR, VR, AI)
  - Developing digital platforms – using a new model, Stage-Gate-TPD
- 16:30 End of day 1

June 23, 2021

## Day 2 – 5th Generation Stage-Gate®

**Morning**

- 8:30 **Gates with teeth including Qi Stop or Go (Dreher / Fürst)**
- 9:15 Exchange on decision making between participants
- 9:45 End of morning session

**Afternoon**

- 13:00 Open questions from previous sessions (Cooper)
- 13:15 **Fifth Generation Stage Gate® – Iterative, Adaptive, Lean, Accelerated (Cooper)**
  - What the best new product systems look like, and how they work
  - Adapting your process – for different sizes and types of projects
  - Iterative development – getting the product right, faster
  - Parallel processing and simultaneous execution – accelerating the process
  - Value stream analysis – making the innovation process leaner, more productive, faster
- 15:00 Interactive exercise: Making iterative & lean development work in your business
- 15:30 Hot questions & in depth consultative session (Cooper)
- 16:30 End of day 2

June 29, 2021

## Day 3 – Agile Development and Agile Stage-Gate Hybrid Model

<b>Morning</b>	8:30	<b>Idea to Project Process: Challenges and Solutions in the Front-End of Innovation (Fürst)</b>
	9:15	Boost your Innovation Management with Accolade – Software Presentation (Sopheon)
	10:00	End of morning session
<hr/>		
<b>Afternoon</b>	13:00	Welcome again, re-connect, review agenda (Cooper)
	13:15	<b>Merging Agile with Stage Gate: The Best of Both Worlds (Cooper)</b> <ul style="list-style-type: none"> <li>• Borrowing Agile methods from software for physical product development by manufacturers</li> <li>• Applying Agile methods within your Stage-Gate system for both hardware and hardware/software</li> <li>• Results achieved by manufacturing firms from this new method</li> </ul>
	14:15	<b>Making Agile Stage Gate Work in Your Business (Cooper)</b> <ul style="list-style-type: none"> <li>• Getting management buy-in</li> <li>• Dealing with evolving product definitions versus design freezes; and what about project plans and VoC?</li> <li>• Finding the needed resources for dedicated teams</li> <li>• When to use Agile-Stage-Gate? What about gates?</li> </ul>
	15:00	Interactive exercise: Making „agile“ work in your business
	15:30	Hot questions & in depth consultative session (Cooper)
	16:30	End of day 3

June 30, 2021

## Day 4 – Innovation Culture, Strategy, and Portfolio Management

<b>Morning</b>	8:30	<b>Creating the Right Climate &amp; the Agile Stage Gate Mindset (Dreher)</b>
	9:00	Interactive exercise: Working on the right mindset for innovation
	10:00	End of morning session
<hr/>		
<b>Afternoon</b>	13:00	Open questions from previous sessions (Cooper)
	13:15	<b>Your Business’s Product Innovation Strategy (Cooper)</b> <ul style="list-style-type: none"> <li>• Setting goals &amp; objectives for product innovation</li> <li>• Ensuring a robust innovation strategy in this fast-paced and digital world</li> <li>• Deciding where to focus and how – strategic arenas and attack plans</li> </ul>
	14:15	<b>Managing Your Innovation Portfolio (Cooper)</b> <ul style="list-style-type: none"> <li>• Getting the right mix &amp; balance of projects and picking the winners</li> <li>• Effective project selection – best-practice methods, including profiling, scorecards, and the productivity index</li> <li>• Dealing with risk, uncertainty, project ambiguity (as in Agile projects)</li> <li>• Using strategic buckets to get the right mix &amp; balance of projects</li> </ul>
	14:45	Interactive exercise: innovation strategy and portfolio management in your organization
	15:30	Hot questions & in depth consultative session (Cooper)
	16:30	End of day 4

July 1, 2021

## Day 5 – Network and Plan Your Next Steps

Afternoon	14:00	<b>Networking and Exchange Platform for the Participants</b>
		Meet and Exchange with Participants <ul style="list-style-type: none"><li>• in similar industries</li><li>• with same challenges</li><li>• that are completely different</li></ul> In depth consultative session – reflect your change plans with experienced consultants of the organizer
	15:30	Next steps for you: Making it work in your own company
	16:00	End of seminar, beginning of implementation

## SPEAKERS

---

### Dr. Robert G. Cooper

... is one of the most influential innovation thought leaders in the business world today. He pioneered the original research that led to many ground breaking discoveries including the Stage Gate® Idea to Launch process.

He has published more than 120 academic articles and 11 books, including the best selling “Winning at New Products”. Cooper is ISBM Distinguished Research Fellow at Pennsylvania State University’s Smeal College of Business Administration, USA, and Professor Emeritus, DeGroot School of Business, McMaster University, Hamilton, Ontario, Canada. Cooper’s seminars regularly receive top ratings: “Inspiring, profound, captivating, practical and effective!”



[www.bobcooper.ca](http://www.bobcooper.ca)

### Dr. Angelika Dreher

... has a background in strategic management, marketing and cognitive psychology. She is specialised on fostering corporate cultures where innovative ideas can flourish and on implementing effective management structures for innovation. Angelika has more than 20 years of experience in innovation and change management and has worked for innovative European and global companies in various industries. She is a vitalizing communicator and an enlightening discussion partner.



**five is** innovation  
management

[www.five-is.com](http://www.five-is.com)

### Peter Fürst

... is an expert in optimizing innovation systems with 20 years of high level innovation consulting experience. Peter is a lecturer in innovation management at the University of Applied Sciences Vorarlberg. Peter's passion is nurturing good ideas and guiding them to their realization. As a thinker, he's a bit of a maverick whose unique insights can lead to bold, effective solutions.



**five is** innovation  
management

[www.five-is.com](http://www.five-is.com)

# VOICES

---

"The professional content of the course is highly relevant and was elegantly presented by Robert Cooper. Especially all good examples and case stories from 'the real world' were great!"

**Bo Jorgensen, Head of Automotive Product Development, Bang & Olufsen, Denmark**

---

„For anybody who is responsible for innovation it is a crucial experience to understand how Bob Cooper thinks about R&D and innovation management. He has the big picture! And he shares his rich and deep experience also regarding important details. If you haven't yet, I can only recommend to participate in one of his seminars.“

**Dr. Christoph Irle, VP Global Innovation and Synthesis Isocyanates, Covestro Deutschland AG**

---

„ ... it has been a long time since I've walked away from a course with so much useful information and a list of must dos!“

**Chuck Williams, Technical Director, Avery Dennison, USA**

---

„This event was very important for our company and for me personally. Cooper's best practice advice helps us tremendously to further improve our innovation management and innovation controlling. The seminar is the best I could possibly recommend!“

**Dr. Jens Wieboldt, Director R&D, PolymerLatex GmbH**

---

„Dr. Cooper has already been #1 in NPD for years and makes excellent presentations. He always comes up with practical solutions.“

**Dr. Mario G.R.T. de Cooker, Senior Technology Advisor, DSM, The Netherlands**

---

„Bob Cooper is an excellent speaker and teacher. The seminar was exciting and inspiring as well as pragmatic and goal oriented. The content has exactly met our needs, and we can immediately incorporate it into our company's innovation practices.“

**Dipl.-Ing. Ulrich Begemann, Vice President New Technologies, Voith GmbH**

---

# PRICE, REGISTRATION & CONTACT

---

## Price € 2.000 (excl. MwSt./VAT)

If more than one person registers from the same company we offer a discount of 10% for the second and every additional attendee.

After your registration you will receive a formal confirmation and the invoice. As the number of participants is limited, we consider applications on a first come first served basis. In case of a sold out seminar we will inform you immediately.

For cancellations until May 21st we shall charge an administration fee of 10%. No refunds will be made for cancellations after that date. You are always welcome to send a colleague to the seminar in case you are unable to come.

Register now! via

[stage-gate.eu/registration](https://stage-gate.eu/registration)

For additional information visit our website

[stage-gate.eu](https://stage-gate.eu)

or contact us

[info@five-is.com](mailto:info@five-is.com)

---

## HOST

### five is innovation consulting

As leading European experts for innovation and growth, we support our customers in

- finding the right search fields for innovation,
- generating great ideas for new products, services and businesses,
- improving their innovation system through Generation 5 Stage-Gate® principles and portfolio management,
- leveraging their innovation projects with design thinking and voice-of-customer research, business case development, and agile project management.
- developing and strengthening their innovation culture



five is innovation  
management

## SPONSOR

### Sopheon plc

Sopheon partners with customers to provide complete Enterprise Innovation Management (EIM) solutions including software, expertise, and best practices. We have operating bases in the United States, the United Kingdom, the Netherlands and Germany, with distribution, implementation and support channels worldwide. Sopheon (LSE: SPE) is listed on the AIM Market of the London Stock Exchange.



Your Partner for Innovation Performance™