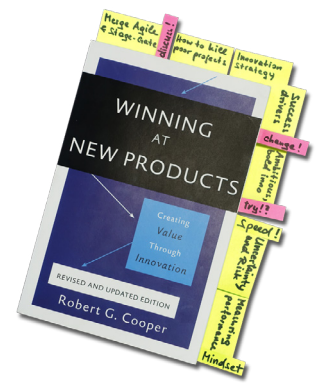


# AGILE, ADAPTIVE, ACCELERATED

Face-to-Face-Seminar with Robert G. Cooper,  
Angelika Dreher and Peter Fürst

March 28 and 29, 2023



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## BENEFITS

## WHAT YOU LEARN

- Launching new products with added value, faster and more successfully
- Getting the new product right first time
- Applying Agile methods in physical product development appropriately
- Managing innovation strategically
- Focusing on the right projects and optimizing the use of resources for innovation

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## 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.

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## WHAT YOU GET

**8 intense lecture sessions with Q&A, each of about 90 minutes, on the following topics**

- Innovation Challenges and the Critical Success Drivers in New-Product Development
- Effective and Efficient Gatekeeping
- 5th Generation Stage Gate Adaptive, Flexible, Accelerated (Iterative Development)
- Merging Agile Development Methods with Stage-Gate
- Making Agile-Stage-Gate Work in Your Business
- Developing a Robust Innovation Strategy
- Managing Your Innovation Portfolio and Making the Right R&D Investment Decisions
- Creating the Right Climate & Culture for Innovation

**5 sessions of hot questions & in depth consulting**

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

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

# SCHEDULE

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Day 1, March 28, 2023 –

Make your Innovation Process Adaptive, Lean, Accelerated

Morning	9:00	Introductions, Purpose & Outline
	9:30	<b>Innovation Challenges and Why New Products Succeed</b> <ul style="list-style-type: none"><li>• Winners versus losers – what do the best firms do differently?</li><li>• What are the really important common denominators of new-product success?</li><li>• The seven most important practices to build into your new-product methods</li></ul>
	10:45	Networking Break
	11:10	<b>Deep Dive: Effective and Efficient Gatekeeping</b>
	11:50	Interactive Exercise: Gap analysis current practice vs. best practice
	12:10	Hot Questions (collect)
	12:30	Lunch Break
Afternoon	13:45	Hot Questions on Morning Session
	14:00	<b>Fifth Generation Stage Gate® – Iterative, Adaptive, Lean, Accelerated</b> <ul style="list-style-type: none"><li>• What the best new product systems look like, and how they work</li><li>• Adapting your process – for different sizes and types of projects</li><li>• Iterative development – getting the product right at higher speed</li></ul>
	15:15	Networking Break
	15:30	<b>Fifth Generation Stage Gate® – Iterative, Adaptive, Lean, Accelerated (continued)</b> <ul style="list-style-type: none"><li>• Parallel processing and simultaneous execution – accelerating the process</li><li>• Value stream analysis – making the innovation process leaner, more productive, faster</li></ul>
	16:00	Interactive Exercise: Making interactive & lean development work in your business
	16:30	Hot Questions & in depth consultative session
	17:00	<b>Merging Agile with Stage Gate: The Best of Both Worlds</b> <ul style="list-style-type: none"><li>• Borrowing Agile methods from software for physical product development by manufacturers</li><li>• Continued next day</li></ul>
	17:30	End of Day 1
	19:00	This evening, five is invites all participants to a networking reception and dinner.

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## Day 2, March 29, 2023 –

### Agile Stage-Gate Hybrid Model, Innovation Governance and Culture

Morning	8:30	Warming up, Hot Questions
	8:45	<b>Continued: Merging Agile with Stage Gate: The Best of Both Worlds</b> <ul style="list-style-type: none"><li>• Applying Agile methods within your Stage-Gate system for both hardware and hardware/software</li><li>• Getting management buy-in</li><li>• Dealing with evolving product definitions versus design freezes; and what about project plans and Voice of Customer?</li><li>• Finding the needed resources for dedicated teams</li><li>• When to use Agile-Stage-Gate? What about gates?</li></ul>
	10:00	Networking Break
	10:15	<b>Interactive Exercise: Making “agile” work in your business</b>
	10:45	Hot Questions on Agile Stage-Gate
	11:15	<b>Your Business’s Product Innovation Strategy</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>
	12:00	Lunch Break
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Afternoon	14:00	<b>Managing Your Innovation Portfolio: Getting the right mix &amp; balance of projects and picking the winners</b> <ul style="list-style-type: none"><li>• Making the right R&amp;D and new-product investment decisions</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	Networking Break
	15:00	<b>Interactive Exercise: Innovation Strategy and Portfolio Management in your organization</b>
	15:20	<b>Creating the Right Climate &amp; Agile Stage-Gate Mindset</b>
	16:20	Hot Questions & in depth consultative session
	16:40	Next Steps for You – Making it work in your own company
	17:00	End of Seminar – Beginning of Implementation
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## SPEAKERS

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### 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.



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## 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 is a bit of a maverick whose unique insights can lead to bold, effective solutions.



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## VOICES

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"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**

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„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**

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„ ... 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**

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„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**

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„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

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## Price € 2.300 (excl. MwSt./VAT)

The price includes the seminar documentation binder, lunch and refreshments. If more than one person registers from the same company we offer a discount of 10% for the second and every additional attendee.

Early-Bird Discount: For registrations until December 31, 2022, we offer a discount of 200 EUR

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 February 28, 2023 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)

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## 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



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## 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.



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