

Making Stage-Gate Stick: Successfully Implementing the Stage-Gate® Process

July 16-17, 2008 • Washington, D.C. (Alexandria)



Michael J. Wiebe
Principal Consultant
Global Solutions

Mike specializes in helping companies to solve unique challenges associated with implementation of complex Stage-Gate® NPD processes, portfolio management processes, product and technology strategy creation, as well as the development of portfolio decision-support models and guidance of senior managers through portfolio decision-making.

Mike has extensive experience working with senior leaders and facilitating the buy-in and decision-making required to make innovation changes successful.

He's worked with clients in many industries across the globe to dramatically improve their innovation processes.

What Is Your Challenge?

- "We launch too many products that fail."
- "We recognize the need for a Stage-Gate process, but don't know where to begin to ensure we do it right."
- "Our organization's survival requires more products to be developed successfully."

"By utilizing the authentic Stage-Gate® process, organizations can dramatically increase their success rates while reducing time-to-market."

– Dr. Robert Cooper
Internationally acclaimed expert in Product Innovation

This two-day, intensive workshop has been designed specifically for those responsible for 'Making the New Product Development Process Work'



Why attend this Stage-Gate® Inc. Innovation Seminar?

- Seminar leader is part of the world's most credible and trusted team for innovation solutions
- In-depth methodology frameworks and explanations using real-world case studies
- Samples, illustrations and "how-to" tips
- Smaller class size so more interaction and group discussions

Stage-Gate Inc. Innovation Seminars always score a rating of 4.5 or higher on a scale of 1 to 5



Enroll Today!

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Succeed at Product Innovation or Fail as a Business

A Message from Dr. Robert Cooper - The Creator of the Stage-Gate Process

Your company can win at new products – make sure your Stage-Gate® System is authentic!

Successfully launching a new product or service is one of the most complex projects an organization can undertake. Stage-Gate works because a significant number of proven practices are built-in – completing the right amount of upfront homework, building in the voice of customer, making the tough go/kill decisions and so on.

Avoid common and costly mistakes and leverage the experience of thousands of companies who have implemented Stage-Gate before you. Join my colleague, Mike Wiebe, for this 2-day seminar so you can leave equipped with everything you need to know so you can successfully Implement Stage-Gate and enjoy the success it is truly capable of delivering!

*Best regards
Bob Cooper*

Free Book

Delegates receive a complimentary copy of Dr. Cooper's best selling book: **Winning at New Products - Accelerating the Process from Idea to Launch**



The Top 3 Benefits of Attending

1. Save Time and Money by Implementing Your Innovation Process Right the First Time

- Validate the quality of your process to avoid costly implementation problems
- Understand the importance of being strategic about your implementation approach
- Learn how to use the SG Implementation Framework to avoid costly mistakes

2. Learn What is Required for a Successful Implementation

- Discover the 10 Critical Success Factors for Successful Implementation
- Maximize the first 100 days of your implementation effort – the most critical period
- The best metrics to use to monitor your implementation success – receive samples

3. Accelerate Your Time-to-Results with a Proven Implementation Plan

- Facilitate fast, successful decision-making – who should be involved and when
- Apply proven scorecards so you can pick the winners early - samples provided
- You will leave the seminar armed with an Implementation Action Plan

“The Stage-Gate seminar is an excellent stepping stone to the undertaking of developing and implementing the Stage-Gate process.”

– Joe Nuzzi, Director of Product R&D
Allied Machine and Engineering

Inside This 2-Day Event:

A compelling two-day seminar on how to use the authentic Stage-Gate® system to guide your innovation efforts and dramatically increase your success rates while reducing costs and time to market -

- Interactive participation, including question-and-answer and discussion opportunities
- Networking opportunities
- Numerous case studies, illustrations, and examples from other companies
- Templates, roadmaps, guidelines and checklists
- Take-away seminar manual of presentation materials full of tips and hints

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AGENDA - Day One

- 8:00 Registration and Continental Breakfast**
- 8:15 Introduction**
- 8:30 Stage-Gate Innovation Program**
- 8:45 Overview of the Authentic Stage-Gate Process**
- 9:45 Design Assessment Debrief (My Action Plan A)**
- 10:15 Refreshments and Networking Break**
- 10:30 Successfully Implementing Stage-Gate**
 - 🕒 The Critical Success Factors
- 11:15 Implementation Assessment**
- 11:25 Implementation Framework**
- 12:00 Networking Lunch**
- 1:00 Implementation Assessments Debrief**
 - (My Action Plan B)
- 1:30 Strategic Implementation Planning – Part I**
 - 🕒 Barriers, Goals and Principles (My Action Plan C)
- 2:20 Networking Break**
- 2:30 Strategic Implementation Planning – Part II**
 - 🕒 Strategy, Change Mgmt, Sponsorship and a Team
(My Action Plan D&E)
- 3:45 Small Group Case Study**
 - 🕒 Design vs. Implementation
- 4:45 Q&A**
- 5:00 End of Day One**
- 6:00-7:00 Networking Reception**

AGENDA - Day Two

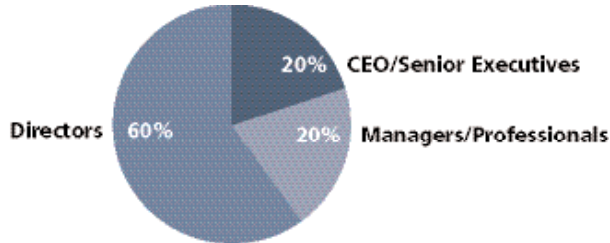
- 7:45 Continental Breakfast**
- 8:00 Reflections on Day One**
- 8:15 Develop an Implementation Plan – Part I**
 - 🕒 Dealing with existing projects and resources
(My Action Plan F)
- 9:00 Develop an Implementation Plan – Part II**
 - 🕒 Process Alignment, Enablers, Training and MarCom
(My Action Plan G)
- 10:30 Networking Break**
- 10:45 Develop an Implementation Plan – Part III**
 - 🕒 Implementation Metrics, Plans and Management
Approval (My Action Plan H)
- 11:45 Networking Lunch**
- 12:45 Execute and Monitor Performance (My Action Plan I)**
- 1:30 The Future**
 - 🕒 Year Over Year Improvements
- 2:15 Conclusions and Next Steps (My Action Plan J)**
- 2:45 End of Seminar**
Beginning of Implementation!

Build Better Innovation Capabilities

Who Should Attend

This seminar is designed for executives and senior managers responsible for maximizing the returns on their product innovation efforts in the fields of business strategy, R&D, new products, marketing and operations management.

Previous Seminar Attendees



Network and Mingle

Special opportunity to meet with the world's authority on product innovation – Dr. Robert Cooper – and other delegates from various leading organizations.

The Cost of Inaction

- ✓ Have your business objectives changed? What action have you taken to meet your new objectives?
- ✓ Doing what you have always done will not take you where you want to go.
- ✓ Do you want to be a game-changer? Let us show you how.

"In 2007, I have attended three Stage-Gate Inc. seminars. In all seminars, the entire team is very knowledgeable, professional, passionate and best-in-class in everything they do! The materials are well-organized and extremely informative."

– Wally Slone, SVP Business Solutions,
Fresenius Product and Hospital Group

About Stage-Gate Inc.

Stage-Gate Inc. helps companies achieve growth through successful product innovation. Our access to the best practices, databases and research of internationally recognized thought leaders, Dr. Robert G. Cooper and Dr. Scott J. Edgett, enables us to create high quality products and services designed to achieve substantial business impact. We offer proven solutions to the most complex problems in all aspects of product innovation through our widely recognized and implemented products, our highly regarded and trusted consulting services, our award-winning research papers, best-selling books and first-rate seminars. We also conduct unbiased, expert evaluation and certification of 3rd party innovation enabling tools through our Stage-Gate Alliance Program.

For information visit www.stage-gate.com

Do You Have Questions?

- ♦ Not sure if this seminar is right for you?
- ♦ Want to accelerate your results by bringing your team?
- ♦ Want to bring this seminar onsite to your company?
- ♦ Unable to find a seminar topic that matches your needs?



Valerie Sather

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Registration Form

To Register

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New Product Development Professional (NPDP) Re-Certification through the Product Development Management Association (PDMA): this Seminar provides Professional Development Hours (PDH's) for NPDP certification.

YOUR INFORMATION

Name _____

Position _____

Organization _____

Industry _____

Address _____

City _____ State/Province _____

Zip/Postal Code _____ Country _____

Phone _____ Email _____

Additional Delegate Information

Name Delegate #2 _____

Position _____

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Stage-Gate Inc. Innovation Seminars

Yes! I would like to register.

Making Stage-Gate Stick: Successfully Implementing the Stage-Gate® Process

Date: July 16-17, 2008 in Washington, D.C. (Alexandria)

1st Delegate \$1,995 US Funds – 2nd Delegate \$1,895 US Funds

Hotel Reservations: For reservations to all our events, please visit the 'Seminar' area of our website at www.stage-gate.com where you can book your accommodations online. Hurry, a special group rate is available for a limited time.

Other Innovation Events

Advanced Techniques for Accelerating the New Product Process for Maximum Productivity

Date: May 21-22, 2008, 2008 in Washington, DC (Alexandria)

1st Delegate \$1,995 US Funds - 2nd Delegate \$1,895 US Funds

Generating Breakthrough New Product Ideas

Date: June 10-11, 2008 in Washington, DC (Alexandria)

\$1,995 US Funds – 2nd Delegate \$1,895 US Funds

Technology Development, Platforms and Fundamental Research

Date: June 12, 2008 in Philadelphia, PA

1st Delegate \$995 US Funds – 2nd Delegate \$895 US Funds

Developing a Product Innovation Strategy and Deciding Your New Product Portfolio

Date: September 23-24, 2008 in Washington, DC (Alexandria)

1st Delegate \$1,995 US Funds - 2nd Delegate \$1,895 US Funds

Successfully Designing and Implementing the Stage-Gate® Process

Date: November 18-20, 2008 in Clearwater, FL

1st Delegate \$2,895 US Funds – 2nd Delegate \$2,695 US Funds

Winning at New Products: Achieving New Product Success with Best Practices

Date: November 18, 2008 in Clearwater, FL

1st Delegate \$995 US Funds – 2nd Delegate \$895 US Funds

Cancellation/Substitutions

If you are unable to attend for any reason, please inform us in writing no later than ten business days prior to seminar start date for a credit voucher for the full amount. If you prefer, a full refund less a \$195 US non-refundable fee will be issued. You may send a substitute attendee in your place with no penalty- just inform us in advance. No-shows are liable for the full fee.

Your Satisfaction Guaranteed

At Stage-Gate Inc., we guarantee the quality of our Innovation Seminars. More than 97% of our participants say they would recommend the seminar to their colleagues. Your satisfaction is 100% guaranteed- money back or credit given. It's that simple.

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American Trim
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AMEX Canada Inc.
Ampacet Corp.
Andrew Corporation
Ansell Healthcare Products Inc.
A.O. Smith
Aramark Uniform & Career Apparel Inc.
Aristech Acrylics
Arizona Chemical
Arrow International, Inc.
AstraZeneca
AstraZeneca (Japan)
Auto Meter Products, Inc.
Ball Corporation
Baltimore Aircoil Company Inc.
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Barksdale Controls
Barrick Gold Corporation
BASF Corporation
Baxter International Inc.
Bay Tek
BC Lottery Corporation
BEHR Process Corporation
Belkin Corporation
Better Baked Foods
Binney & Smith Inc.
Biofilm Co.
Biogen Idec Inc.
Biovail Corporation
Board of Church Extension
Bostik Inc.
Boston Scientific Corporation
BSN Jobst Inc.
C.R.Bard, Inc.
Cadbury Schweppes
CAE, Inc.
California State Automobile Association
Canada Post Borderfree
Canadian Bank Note Co., Ltd.
Cargill, Inc.
Cascades Tissue Group
Case New Holland
Cendant
Central New Mexico Community College
Centric Software
Checkpoint Systems
China Textile Institute
Church & Dwight Co., Inc.
CIBA Vision Inc.
CIBC
Classic Accessories
Clorox Company
CNH America LLC
College Center for Library Automation
Columbia Flooring
Columbus McKinnon Corporation
Comcast Cable Communications
Management
Compañía De Galletas Noel S.A.
CompX Waterloo
ConocoPhillips
Continental Disc Corporation
Cook Inc.
Corning Incorporated
Delta Faucet Company
Direct Energy
Divestco, Inc.

DocuTech Corporation
Dofasco Inc.
Domtar Industries
Donaldson Company
Dormont Manufacturing Company
Dow Reichhold
Dspfactory Ltd.
Dura Automotive Systems, Inc.
Dynasol Elastomeros, S.A. de C.V.
E.I. Dupont Canada
Eastman Chemical Co.
Eaton Corporation
Educational Testing Services
Electrical Research Institute
Elkay Manufacturing Company
EnPro Industries, Inc.
ESAB Welding & Cutting Products
Estee Lauder
Evangelical Christian Credit Union
EXFO Inc.
Exxon Mobil Chemical Company
Fantech
Fasco Residential & Commercial
FedEx Services Corporation
Ferraz Shawmut
FHRS
Fidelity Investments
Firmenich
First Data Corporation Inc.
First Data Merchant Services
First Franklin Financial
FLSmith Inc.
Fonterra Co-operative Group Limited
Fort Dearborn Co.
Foster-Miller, Inc.
Fox River Paper
Freddie Mac
Frito Lay
FTS Systems
Future Think LLC
GAF Materials Corporation
Gary Jonas Computing
GD Canada
Georgia Tech
Gerber Scientific, Inc.
GlaxoSmithKline Inc.
Globe Motors
GOJO Industries, Inc.
GrafTech International Ltd.
Greene, Tweed and Company
Gretchen Eichinger
Grundfos Pumps Corporation
Halla Climate Control Canada Inc.
Hallmark Cards, Inc.
Head Sport AG
Heatcraft Inc.
Heil Environmental Industries
Henkel Corporation
Hewlett Packard
HNI Technologies
Hollister Incorporated
Home Design Products
Hon Industries
Honeywell Defense & Space
Honeywell International
Household Corp.
Hughes Christensen Company
IGT
ILC Dover
Imerys
IMMI
IMP
Inco Special Products
Infiltrator Systems
Ingersoll Rand
Intier Automotive Closures
Intrieve
Irish Dairy Board
ISS
ITG
ITT Industries
J & J Consumer & Personal Products Co.
JELD-WEN, Inc.

Johnson & Johnson
Johnsonville Sausages
Jotun Powder Coatings
JSP International
Kellogg Company
Kennametal
Key Bank
Keystone Foods LLC
Kimberly-Clark Corporation
Kinetics Thermal System / FTS
Kofax Image Products
Kraton
Laird Technologies
Lambert Technologies
La-Z-Boy Incorporated
Live Devices, Ltd.
LK Limited
Loheed Martin
Loewen Enterprises Ltd.
Logexsoft
Lord Corporation
Lorillard Tobacco Co.
Los Alamos National Laboratory
Lund International
Luxfer
Lydall Inc.
M.K. Morse Company
M/A-COM Inc.
Magna Closures
Malden Mills Industries
Mannington Mills Inc.
Manulife Financial
Markel Insurance Company of Canada
Markem Corporation
Marriott
Marriott Vacation Club International
Masco Corporation
MasterCard International
Matheson Tri-Gas
Matrix Polymers Ltd.
McCain Foods Limited
McKesson
McLaughlin Gormley King Company
McNeil Nutritionals
Mead Johnson Nutritionals
MED-TEC
Meggitt Electronics
Merillat Industries, LLC
Merisant, Inc.
Michael Foods, Inc.
Microsoft Corporation
Milgard Manufacturing
Milwaukee Electric Tool, Corp.
Molson Coors Company
Monadnock Paper Mills, Inc.
Motorola, Inc.
Nalco Company
National Gypsum Company
National Oilwell
National Starch & Chemical
Natrel
Novar Controls Corporation
Nutrimental S.A.
Oatey Company
Old Mutual Financial Network
OM Group Inc.
Ornova Solutions
Owens Corning
PacifiCare Health Systems
Para Pigmentos S.A.
Parker Aerospace
Parker Hannifin Corporation
Parmalat
Pentair, Inc.
PepsiCo
Perrigo Company
Petrobras
Petroferm Inc.
Philip Morris International
Philip Morris USA
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Porter Cable
PPG Industries Inc.

Press Ganey Associates
Principal Financial Group
Printpack
Procter & Gamble Company
Progress Energy Inc.
Pyrotek
Quality Ingredients
R.L. Polk & Co.
RBC Financial Group
RCI
Red Spot Paint and Varnish Co.
Regeneration Technologies, Inc.
Rich Products Corporation
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Sensidyne, Inc.
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SITA
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