



Managing New Product Development Projects

Course Description

Many companies around the world have recognized that their new product development process can be a competitive advantage or disadvantage. Product development is not an isolated event but rather is a process that evolves from customer needs identification through specification development and then moving to concept generation, detailed design, product and process verification before finally reaching product introduction. Throughout the process, management techniques such as scope management, schedule acceleration, risk identification, resource alignment must be appropriately used. In addition, organizational and project complexity and uncertainty can complicate the process.

In this practical three-day program you will learn the elements of a world-class new product development process. The program is based upon the proven practices of the Project Management Institute and on the research conducted over the past twenty years by Cooper and Edgett to identify product development best practices. The course will provide an overview of the critical tools and techniques needed by the new product development team. The course also addresses teambuilding between the design team and manufacturing, sales, and customer support. Critical project control points for new product development projects will be identified at each phase of the product development process.

Topics Covered

- The New Product Development Process
- Customer Needs Identification and Benchmarking
- Aligning Product Development with Business Strategy
- Program Specification Development
- Concept Generation
- Product Development Risk Analysis/Risk Management
- Cross Functional Teambuilding and Conflict Resolution
- DFX (Design for Target Costing, Design for Quality and Service, Design for Manufacturability, Design for the Environment)
- Product Verification and Validation
- Manufacturing, Distribution/Sales, Customer Introduction