

Driving Successful Innovation Projects

Applying Project Principles and Innovation Tools to Your New Product Initiatives

Until you turn something into a project, it never seems to get done. This program was developed for product teams that have been chartered with identifying, evaluating, and planning for new, innovative opportunities. The starting point is typically a new product or market that has already been identified and the team needs the skills and tools to execute.

To be successful, it is imperative that your team thinks about innovation projects as it does any other critical project in the company. A critical project has these elements:

1. Clear goals and objectives
2. Clear deliverables and ownership
3. Achievable timelines and milestones
4. The right team members, skills, tools, and management support.

Innovation is not an individual activity, but requires the skills and talents of a wide range of individuals across functions including marketing, customer, and technology expertise. This program ensures these elements are in place, along with the right tools. Throughout the one day program, we'll use *your* specific innovation project as a case study to apply the methods and activities to build a project plan and clearly identify and train on the specific tools your team will use to execute.

Workshop Description

Once the day is completed, your team will have a framework and specific tools to use again and again to run reliable product innovation project efforts.

This 1-day interactive workshop works with your cross-functional team establish and kick off a product innovation project. You'll receive specific tools, templates, and guidance to execute the project. The result will be a plan based on your project's objectives. A sample of the activities and tools we use in the program and how we approach the day are shown below in the Program Outline.

This program answers the following key questions:

1. How do you turn innovation into a project with specific goals, timelines, and activities?
2. How can you form a high-power innovation team that gets results?
3. What are the major milestones of a product innovation project?
4. What are the major team-based activities to deliver on an innovation project?
5. How do you build a business case for new opportunities?
6. What are the best team-based tools to drive an innovation project?
7. How do you quickly evaluate a large number of possible opportunities?
8. How can you "discover" new opportunities with limited time and information?

Who Should Attend?

This program is a great way to get specific company goals met while learning new skills and tools. It is best delivered interactively with a cross-functional team with a mission; the mission to find and validate high-potential products and services. The team should be comprised of a combination of the following members:

- Product managers and marketers
- Lead engineering architects and leaders
- Project and program managers
- Sales, financial analysts, and business development managers also make appropriate team member

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Program Outline

Morning – Foundations in Innovation

We start the morning reviewing and discussing the specific goals of the company and select a specific innovation project to focus on for the day.

1. Establishing an innovation project
 - Establishing team goals and objectives
 - Creating a team charter
 - Establishing success criteria

After specifying project goals, we review a framework for managing innovation projects including the range of possible tools.

2. Elements of an Innovation Framework
 - Review of the four major elements of innovation planning and management
 - Team member roles in product innovation planning
3. Applied Innovation tools – We'll review a range of tools that are selected based on the goals of the project selected as well as an introduction to a wide variety of tools for later reference. Some of the innovator's toolkit we'll use includes:
 - Customer insight tools that yield the most promising opportunities
 - Frameworks to increase value for new products
 - Applied exploratory market research tools
 - Applied opportunity ideation tools
 - Applied competitor analysis
 - Applied value chain analysis
 - Applied trend analysis
 - Applied creativity tools
4. Working session: Review, discussion, and selection of targeted innovation tools

Afternoon – Planning for Innovation

In the afternoon we focus on evaluation and validation tools as well as creating the specific product innovation project in place with the team including the activities, responsibilities, and timelines.

1. Evaluation tools for new product opportunities
 - The 3-Tier Evaluation Process - move from qualitative to quantitative and portfolio management evaluations, based on your objectives.
 - Techniques to confidently filter 100's or 1000's of new opportunities
 - Tools to forecast new products
 - Applied validation market research tools
 - Building the Business Case for emerging opportunities
2. Establishing an innovation project
 - Reviewing team goals and objectives
 - Clarifying roles
 - Clarifying targeted activities
 - Establishing milestones
 - Establish project leader and reporting
3. Working session: Review the project challenges, potential hurdles and final kickoff considerations