



Schulich
School of Business
Executive Education Centre

Successful New Product & Service Development & Innovation Strategies

A practical approach to applying innovation theory, strategies and processes to be successful in today's marketplace.

SEEC Moments of Insight include:

Innovation processes, tools and templates to use in the development of a custom strategic product and technology roadmap.

Creating cross-functional alignment and the product development teams necessary for implementing product innovation.

Managing marketplace risk and uncertainty to reach the target segment and successfully market new products/services.



Register for an Upcoming Session:

October 7 - 9, 2019
March 30 - April 1, 2020

What Participants Say About SEEC Programs:

"I valued the combination of theory and hands-on application of the strategies provided to us."

Jacqueline McAskill,
Product Manager
LCBO

"The course is well-structured with enough material to provide in-depth knowledge, as well as methods to apply the material taught."

Sharma Munish,
Process Improvement Manager
Loblaws Companies Ltd.

"This course will truly help improve the way I manage my team in the future."

Karen Leung,
Operations Manager
Shoppers Drug Mart

"Great content - presented in an easy to understand format with enough challenges/activities to help really bring the message home."

Ron Kornblum,
Director
Walmart

Register Today / Complete Details

<http://seec.online/12317>



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Create winning innovative products and services effectively, efficiently, repeatedly and profitably.

Learn how to hit the innovation bull's-eye again and again!

The toughest part of practising innovation is actually **applying the theoretical framework and developing a clear, manageable and, most importantly, repeatable process** that moves a project from concept to a finished marketable product or service.

This seminar is designed to acquaint participants with the **key factors that can mean the difference between prospering and failing in new product development and innovation**. It will give them knowledge of the **practical steps necessary for success, and the skills to immediately apply the latest techniques and processes** in their organization. They will leave with the ability to effectively bring innovative new products and services to market on a regular basis.

Top Take-Aways

1. Understand the **four types of New Product Development** and the optimum processes for each
2. Define your **innovation strategy and product roadmap** to focus on the right markets, technologies and product types
3. Link **product innovation to corporate strategy** and culture
4. Effective ideation **techniques** and product development **processes, tools and templates**
5. Understand **integrated portfolio management** for effective resource allocation and project success
6. **Rank and prioritize projects** – make the right investment decisions and improve speed to market
7. Leverage and manage **disruptive technologies**

Who Should Attend

This program will benefit anyone in B2B or B2C sectors who seeks to differentiate their organization from the competition through new product and service development and innovation, including:

- Marketing Directors/ Managers
- Sales Directors/Managers
- Product / Category Managers
- VP Marketing/ VP Sales
- Design engineers
- Entrepreneurs

Benefit from coaching and mentoring by the instructor in developing your own new product innovation plans, and sales & marketing strategies.

Overview of Learning

New Product Strategy

- The role of New Product Development (NPD) strategy within the business strategy
- Creating an NPD culture
- Product versus customer centric approach
- Blue & red ocean strategies and arenas
- What innovative organizations have in common

Creating Innovative New Products and Services

- Innovation strategy
- Design thinking and design criteria
- Productive ideation sessions
- Assembling the right creative team
- Understanding NPD customer segmentation
- Factors determining success or failure

Integrated Portfolio Management

- The portfolio review and product roadmap
- The stage gate system evaluation process
- Innovation and the product life cycle
- The NPD scorecard – picking the winners
- Allocating resources effectively and efficiently
- NPD goals and objectives

Going to Market

- Getting commercialization right the first time
- Maximizing innovation ROI
- Selecting the best distribution channels and customers to ensure a successful launch
- Measuring success

Tactical New Product Development

- Alteration & customization
- Tactical NPD strategies and processes

Continues Online

Instructor

Gerry Lubanszky is the President of GOTO Market Solutions Ltd. helping companies develop new product and new business strategies. He has over 30-years experience in sales & marketing in the consumer packaged and durable goods industry, most recently with Garant GP, Canada's largest and most innovative manufacturer of lawn & garden, maintenance & construction tools, as Vice President of Sales and Business Development. Gerry is recognized as an industry leader in business development and is a director at The Canadian Hardware & Housewares Manufacturers Association.

Register Today!

Dates & Locations:

October 7 - 9, 2019
Miles S. Nadal Management Centre

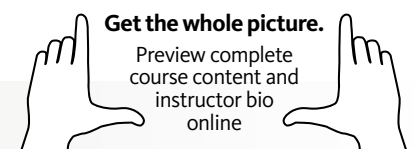
March 30 - April 1, 2020
Executive Learning Centre

Registration Fee:

\$3,250 + applicable taxes

Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A special corporate rate is available for participants at partner hotels
- Programs run from 9:00 a.m. to 4:30 p.m.
- Modules, speakers, topics, dates, fees, and locations are subject to change
- Complete registration details at seec.online/FAQ



Complete Details / Register Today

<http://seec.online/12317>

More Questions? Get in Touch!

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or email exceedinfo@schulich.yorku.ca