

Presentation Abstract:

RISK MANAGEMENT TO GAIN NPD VELOCITY

MANAGING UNCERTAINTY TO REDUCE TIME-TO-MARKET AND IMPROVE MARGINS

Risk Management has seen resurgence due to the level of uncertainty confronting new product development — from global competition, to changing technology, to the reliability of suppliers. Managers must make decisions based on assumptions that are fraught with risk. Risk is always there; consequently, leaders have only two choices: 1) Pretend to ignore it; although, this option makes no business sense, or 2) manage it through a formal framework.

Because we want to make good use of your time, this will be a highly interactive presentation with ample time to discuss the implications of the presentation to your organization. This is a fine opportunity for you and your team to reflect on the state of risk management in your organization — and the role that risk management plays in new product development.

THE AGENDA:

I. The Business Case

The presenter will start with a business and an operational definition of Risk Management. In addition the presenter will strive to answer a critical question: What are the business benefits of applying risk management? The creation of a Risk Management “framework” is an investment needed to make risk management deliver measurable results; thus, it is wise to initiate the presentation with the business justification.

II. Good Practices

The presenters will describe a set of Risk Management good practices that, if applied, will have a positive impact on velocity; including the types of risk management approaches for development programs, the scope of risk management involved in product development that go well beyond R&D, such as market risks and even the supply chain.

In addition the presenter will share the “Uncertainty Continuum” and address the issue of particular interest to technology organization — how does one manage risks of which one is not aware? These are known as the “unknown, unknowns”, which are prevalent in technology development.

III. Key recommendations for improving and sustaining rapid time-to-market?

The presenter will conclude with a set of five specific recommendations that make risk management deliver increased benefits. For example the ranking of new projects based on a risk factor, determining the “risk strategy” for each project before applying risk management.

IV. Action planning

These are difficult economic times and the presenters wish to make your time valuable. Rather than simply presenting the results of the research, Jose will facilitate a session to identify specific areas of improvement that your organization can implement — this way you will be on your way to gaining velocity and improving margins.

For additional information please contact:

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Presenter



Jose Campos, Founder, Rapidinnovation, LLC

Since 1997 Rapidinnovation has enabled B2B companies bring successful innovation to market. The consultancy focuses on the methods and tools to accelerate product development and the needed cultural changes to sustain velocity.

Jose brings more than thirty years of experience in the area of new product definition. With specific experience in Concurrent Engineering, Quality Function Deployment (QFD), Total Quality Management (TQM), Concept Engineering (KJ), Program Management, Project Management, , ISO-9000 as well as other quality systems.

Rapidinnovation has:

- ◆ Enabled engineers, scientists and technical personnel to interact with customers to discover, prioritize and use customer requirements through Voice of the Customer methods and tools.
- ◆ Enabled Engineering and Marketing organizations to collaborate to increase the velocity of new product development through practical Product Roadmaps
- ◆ Helped technology marketing organizations to lead growth strategies through improved methods and tools of Technology Marketing
- ◆ Enabled the adoption of Project Management and Risk Management frameworks specifically tailored for new product development.

Jose has defined more than 15 major new high-technology products, plus numerous derivative products and product enhancements. His experience includes market identification, definition, verification, and rollout of new high technology products — around the world.

Jose is also the co-author of Project Management Toolset.

He has also authored several acclaimed handbooks, amongst these Project Management for Product Development as well as Risk Management for Product Development, Debriefs & Postmortems of Development Projects and Voice of the Customer for Product Development.

