



# Developing a Product Innovation & Technology Strategy for Your Business

## Key Strategic Issues in Product Innovation

- Does your business have clearly defined product innovation goals or objectives for the next 3-5 years?
- Are you satisfied with your business's new product development results over the last few years? Have your sales, profit and launch goals been met?
- Do you have a systematic way of defining strategic arenas—the markets, product categories and technologies—where you'll focus your innovation efforts and resources? Are these arenas prioritized? Or do your new product efforts resemble a "scattergun" approach?
- Do you know how you plan to win in each arena? Note that "hope" is not a plan!
- What about resource allocation – are you spending enough? And have you allocated your resources to the right arenas to achieve your goals?
- Is your approach really strategic, longer term and visionary—or does your product innovation strategy boil down to a list of "projects to do this year"?

**IF YOUR ANSWERS DISTURB YOU,  
THEN THIS SEMINAR IS FOR YOU!**

## What You Will Learn

- What a product innovation and technology strategy is, key elements, and the steps to development
- How to set realistic goals for product development
- How to choose and prioritize the right strategic arenas: future markets, technologies and platforms
- Dealing with disruptive innovations
- Development of winning strategy
- Translating your strategy into roadmaps for research, technology and new product development
- Using your strategy to help identify opportunities for potential blockbuster products

## Who Should Attend

This seminar/workshop is designed for executives and managers responsible for maximizing the returns

on their innovation efforts in the fields of Business Strategy, R&D, Technology, Engineering, New Products and Marketing.

## Seminar Content

### I. Developing a Product Innovation Strategy for Your Business

- What is a product innovation and technology strategy for the business?
- The impact of such a strategy—results you can expect
- Typical missing elements and weaknesses
- A step-by-step development approach
- The essential elements of this strategy

### II. Defining Your Goals & Selecting "Arenas"

- Defining realistic goals for your business's new product effort; and linking them to your growth and overall business goals
- Undertaking a strategic assessment—internal & external
- Ways to identify the most promising markets, products & technologies for your business's future growth
- Selecting target arenas: criteria and tools for assessing the best
- Developing your strategic map

### III. Attack Plans, Deployment & Roadmaps

- Deciding your attack plans – how to win
- Entry strategies
- The right level of R&D spending
- Deployment decisions—strategic buckets and resource allocation
- Developing your product and technology roadmap
- Translating your strategy into action—identifying opportunities for major development initiatives

### IV. Implementation

- Critical issues for introducing a product innovation and technology strategy

- Common pitfalls to avoid
- Final questions and answers

## Format

This one-day seminar meets from 8:00 AM to 5:00 PM. It uses a mix of lectures, discussion, team exercises and Q&A sessions.

## Materials

Participants will receive all seminar materials including a signed copy of the latest book by the seminar leader: *Product Leadership: Pathways to Profitable Innovation*, 2nd edition.

## Seminar Leader

Dr. Robert G. Cooper is President of the Product Development Institute Inc., Professor of Marketing at the School of Business, McMaster University in Hamilton, Ontario, Canada, and also ISBM Distinguished Research Fellow at Penn State University's Smeal College of Business.

Dr. Cooper is a world expert in the field of new product management. He has been labelled "the quintessential scholar" in the field of new products in the U.S. publication, *Journal of Product Innovation Management* and is one of three Crawford Fellows of the Product Development & Management Association (PDMA). Bob is the father and developer of the *Stage-Gate® Process*, now widely used by leading firms around the world to drive new products to market. He has helped dozens of leading corporations design and implement his *Stage-Gate®* and portfolio management frameworks.

Bob has written six books on new product management, including the popular, *Winning at New Products: Accelerating the Process from Idea to Launch*, which has become the "bible" for new product development, with over 150,000 copies sold; and the recent *Portfolio Management for New Products*.

## ISBM Registration Form



### Innovation Strategy Seminar

Prefix/Name \_\_\_\_\_

Nickname \_\_\_\_\_

Title \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Dietary Restrictions \_\_\_\_\_

**Innovation Strategy Fee: \$700.00**

**Attend both programs:**

Innovation Strategy **AND**

Portfolio Management **Fee: \$1,200.00**

### Payment Method

Enclosed is a check payable to ISBM-Penn State. Indicate attendees name(s) on check stub

Or please charge my credit card.

We accept MC, VISA, AMEX

Card # \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

### Send registration form and check to:

ISBM-Penn State

The Smeal College of Business

The Pennsylvania State University

402 Business Administration Building

University Park, PA 16802-3004

Fax (814) 863-0413

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**Hotel information will be provided  
to you after registration.**





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## Gain Knowledge/Tools/Techniques from ISBM Seminars:

Value and Pricing Strategy  
SmartPricing™ in Business Markets  
Competitor Analysis and Intelligence  
Pathways to Profitable Innovation  
Harvesting Customer Value (Segmentation Marketing)  
Rethinking Distribution Channels  
Managing Brand Equity in Business Markets  
Developing Next Generation IMC  
Creating and Managing Successful Strategic Alliances  
Planning Profitable B-to-B eBusiness Strategy  
Effective Marketing Across Countries, Customs, Cultures, and Currencies  
Power Tools: Marketing Engineering  
Innovation Strategy  
Portfolio Management for New Products  
Building Effective B-to-B Marketing Plans  
Return on Marketing Investment  
Six Sigma in B-to-B Marketing  
Marketing Strategy for Growth in Business Markets  
Selling Skills for Customer-Driven B-to-B Markets  
Business Markets Sales Management  
Value-Based Selling in Competitive Markets  
Selling With Manufacturer's Representatives  
Selling With and Through Distributors  
Phone Sales in Business Markets  
High-Level Strategic Selling  
Key Account and CRM

Note: All ISBM courses are modular in format and can be brought to a company site as a complete onsite program, a customized program, or as part of a bigger customized program. Call us for details.

**This publication is available in alternative media on request.**

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## LOCATION

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The seminar will be held in the Philadelphia Area.

**Hotel information will be provided to you after registration.**

## CANCELLATION POLICY

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## FOR FURTHER INFORMATION CONTACT:

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University Park, Pennsylvania 16802-3004



Register today!  
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[www.isbm.org](http://www.isbm.org)

Be sure also to sign up for Day 2 of this two-part seminar series—"Portfolio Management for New Product Development." This optional Day 2 is a logical follow-up to Innovation Strategy.



# Innovation Strategy Seminar

**DR. ROBERT G. COOPER**

President, Product Development Institute Inc.  
Professor of Marketing, McMaster University  
ISBM Distinguished Research Fellow

Philadelphia Area

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