



Selecting & Investing in the Right Development Projects

How Solid is Your Development Portfolio? Take this Quiz!

- Does your business make Go/Kill decisions on new product development projects the right way ... effectively and efficiently?
- Does your development pipeline of projects contain high value projects to your company?
- Do you have trouble saying **no**—and end up with far too many projects and spread too thin?
- Do you have the right mix of projects in your development pipeline—or do you have far too many small, reactive, short term projects?
- Does your portfolio of development projects really support and enhance your business’s strategy?
- Do you have a portfolio management system to help you pick, rate and rank projects and make R&D investment decisions?

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

Here’s what you will learn:

Portfolio management in product development is about making the right investment decisions—about which projects and opportunities to say **yes** to, and which to walk away from. In this seminar, you will learn:

- What an effective portfolio management system is and how it works—the systems used by top-performing companies
- How to maximize the value of your development portfolio and to manage risk and uncertainty
- The best methods to use to rate, rank and select for development and investment
- How to secure the right mix and balance of projects in your pipeline
- How to employ strategic buckets, project scorecards, and product roadmaps to guide your project selection decisions

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. Best Practices in Portfolio Management

- What portfolio management is...and is not
- The five goals in portfolio management
- The best methods for achieving these five goals
- What portfolio methods and techniques leading firms use—and which ones really work?
- Details on the better methods to achieve the goals in portfolio management:
 - ◆ Maximizing the value of the portfolio—scorecards, real options, the productivity index
 - ◆ Achieving the right balance and mix of projects
 - ◆ Seeking strategic alignment—strategic buckets; the product roadmap
 - ◆ Deciding on the right number of projects—not overloading the pipeline; resource loading & balancing
 - ◆ Sufficiency—will the portfolio achieve your product innovation goals?

II. Your Own Portfolio Management Framework

- How to integrate these portfolio methods to yield an integrated portfolio management system that’s right for your business
- Using strategic buckets to achieve the right balance of development projects
- Using scorecards and the productivity index to prioritize projects
- Recommended methods for making the gates work and achieving effective portfolio reviews

III. Implementing an Effective Portfolio Management Framework in Your Business

- How to move forward

- Implementing the system in your business—next steps; pitfalls to watch out for; tips and hints
- 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 to identify problems and seek solutions, and Q&A sessions.

Materials

Participants receive all materials including the definitive book by the seminar leader on the topic: *Portfolio Management for New Products*, 2nd edition (Cooper, Edgett & Kleinschmidt), hard copy of Power Point slides, and a sample best-in-class project selection scorecard.

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



Portfolio Management for New Product Development Seminar

Prefix/Name _____

Nickname _____

Title _____

Firm _____

Address _____

Phone _____

Fax _____

E-mail _____

Dietary Restrictions _____

Portfolio Management 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:

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The Smeal College of Business
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Hotel information will be provided to you after registration.



Gain Knowledge/Tools/Techniques from ISBM Seminars:

Value and Pricing Strategy
SmartPricing™ in Business Markets
Competitor Analysis and Intelligence
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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
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Selling Skills for Customer-Driven B-to-B Markets
Business Markets Sales Management
Value-Based Selling in Competitive Markets
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Selling With and Through Distributors
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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.

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LOCATION

The seminar will be held in the Philadelphia area.

Hotel information will be provided to you after registration.

CANCELLATION POLICY

FOR FURTHER INFORMATION CONTACT:

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Register today!
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www.isbm.org

Be sure to also sign up for Day 1 of this two-part seminar series—**Developing Your Product Innovation & Technology Strategy**. Day 1 logically leads into Day 2's topic of **Portfolio Management**.



Portfolio Management For New Product Development 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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