

INNOVATION MASTER CLASS, APRIL 19-20, 2018, COPENHAGEN

# Agile-Stage-Gate®



## Combine the benefits of Agile Project Management with your Stage-Gate idea-to-launch system

Executive Innovation Master Class with Professor Robert G. Cooper

Dr. Robert G. Cooper is one of the world's leading authorities in the field of innovation, technology and new product development

### Do you face these challenges?

- Your traditional stage-and-gate new-product system seems slow, cumbersome and unable to deal with today's fast-paced, competitive world
- You want your idea-to-launch system to be faster, more agile and flexible, more adaptive and more responsive to changing customer requirements
- You've heard about Agile development for software products, but wonder how you can make it work for physical or manufactured new products
- You want to see what leading firms are doing to deal with today's realities – how they are driving products to market faster and better... what's the latest thinking here?
- You lack focus, and this slows you down – too many development projects in your pipeline
- You want to do fewer projects, but better higher-value projects... but how?
- Your business lacks the right climate and culture to foster innovative product development

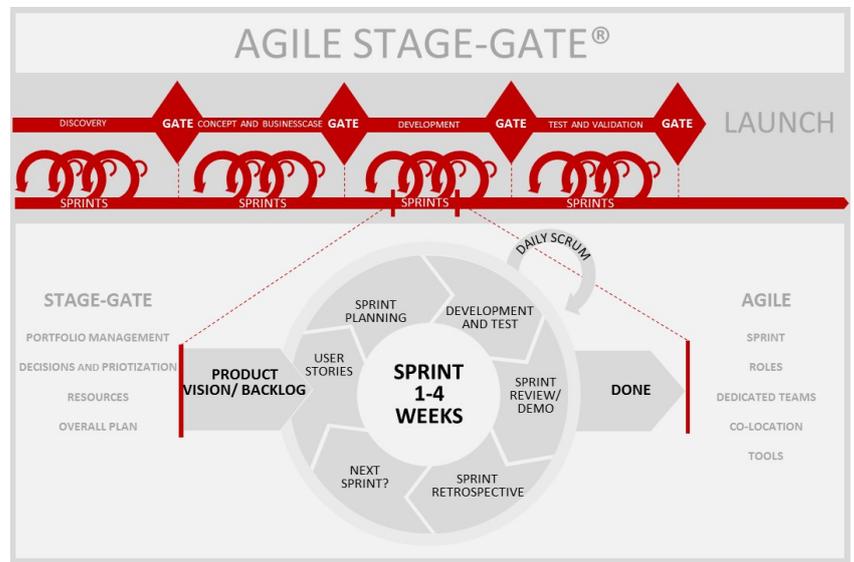


If so, this seminar may be right for you!

**GEMBA**  
INNOVATION

# Why You Should Attend this Master Class

## What You and Your Colleagues Will Learn



- Understand why and how leading firms are moving beyond their traditional Stage-Gate® systems – making their processes more adaptive and flexible, more agile and responsive to customers, and also accelerated, faster to market. And they are getting superb performance results.
- Build Agile project management into your idea-to-launch gating system. Classic project management is fine for stable, predictable environments. But innovation projects often face quite uncertain and unstable environments. Learn how Agile project management methods meet the requirements of ever moving project targets and needed strategic pivots.
- Get the project right by building in experimentation and iterations (scrums and time-boxed sprints).
- Sometimes no amount of pre-development work, such as technical assessment or voice-of customer efforts, can get all the answers before Development begins. Agile-Stage-Gate helps the product and project evolve and gain definition as Development proceeds. And constant customer feedback via iterations ensures the product is right.
- Integrate Agile project management with Stage-Gate for physical or manufactured new products. Some principles of Agile and Stage-Gate may seem to conflict (for example, pre-planning versus planning-on-the-fly), thus an integrated Agile-Stage-Gate hybrid system is needed. Learn how to to modify both models to yield an effective system, and also about changes needed to handle physical products.
- Boost your project teams' motivation and performance by fostering self-managed teams – allows people to be creative, innovative, recognized for their expertise, and in control of their project. Higher team morale is the result. And create the right climate for bolder more agile innovation.

## THE SEMINAR LEADER

Dr. Robert G. Cooper is one of the most influential innovation thought leaders in the business world today. He pioneered the original research that led to many ground-breaking discoveries including the Stage-Gate® Idea-to-Launch process. He has published more than 120 academic articles and seven books, including the best-selling "Winning at New Products".

Cooper is President of the Product Development Institute Inc., ISBM Distinguished Research Fellow at Pennsylvania State University's Smeal College of Business Administration, USA; an award-winning lecturer at Chalmers Institute in Gothenburg, Sweden; and Professor Emeritus, DeGroot School of Business, McMaster University, Canada.

Many companies in Europe, North America and Asia have introduced his methods, e.g. 3M, ABB, Atlas-Copco, BASF, Bosch Appliances, Carls-berg, Caterpillar, DuPont, Exxon Chemicals, Guinness, Henkel, Hewlett Packard, Kraft Foods, LEGO, Mars, Microsoft, Novo-Nordisk, Orkla Foods, Pfizer, Procter & Gamble, Siemens, Swarovski Crystal, Velux, Voith Paper, Volvo, VISA, and many others.

## WHO SHOULD ATTEND

The Master Class is designed for executives, senior managers and project managers responsible for maximizing the returns on their innovation efforts in the fields of Innovation, Business Development, R&D, New Products, Marketing and Operations Management. Targeted at manufacturers and service industries, both consumer and business-to-business products.

## THE SEMINAR LEARNING APPROACH

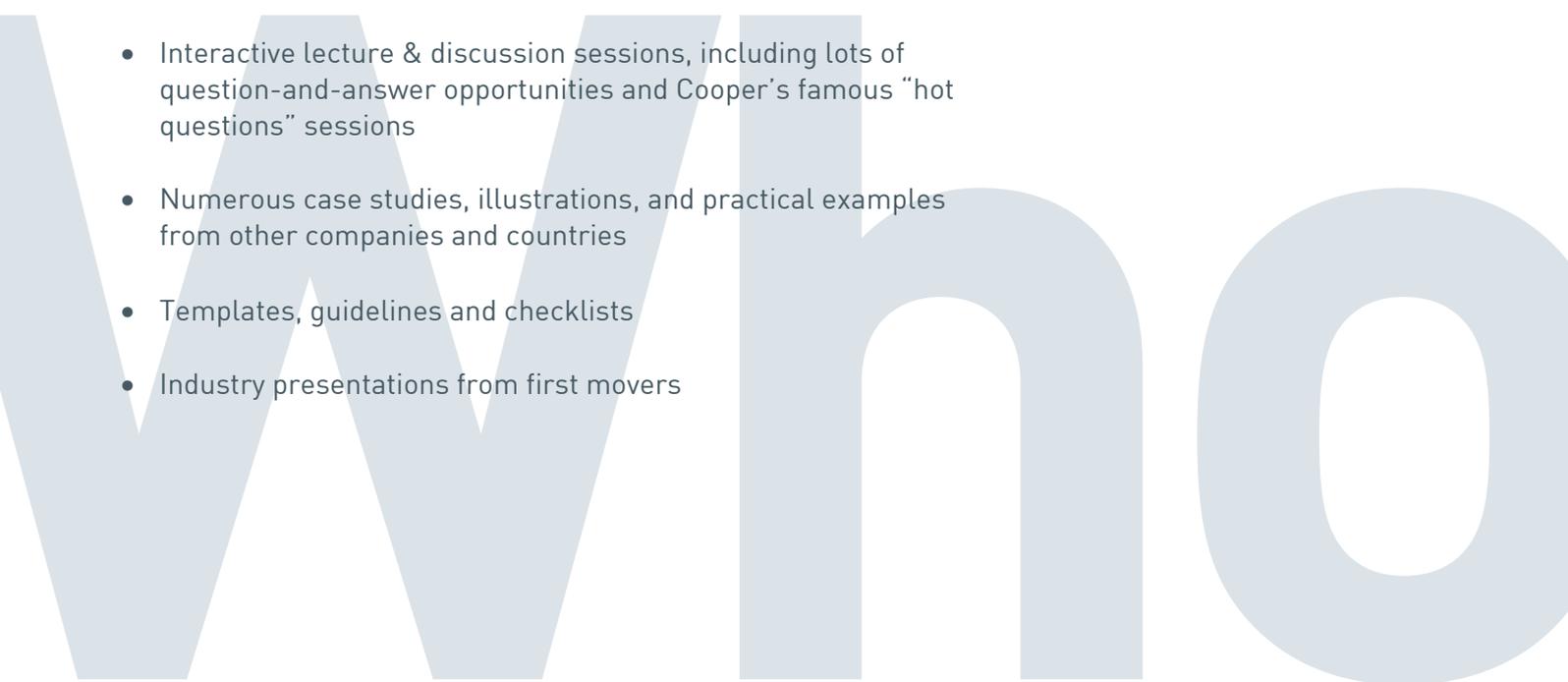
A compelling two-day Master Class which draws on the wealth of experience Cooper possesses from working with the world's leading firms in product development:

- Interactive lecture & discussion sessions, including lots of question-and-answer opportunities and Cooper's famous "hot questions" sessions
- Numerous case studies, illustrations, and practical examples from other companies and countries
- Templates, guidelines and checklists
- Industry presentations from first movers



**Cooper's seminars regularly receive top ratings:**

**"Inspiring, profound, captivating, practical and effective!"**



# UPDATE YOUR IDEA-TO-LAUNCH SYSTEM: MAKE IT AGILE, ACCELERATED AND ADAPTIVE

Thursday, April 19, 2018

8:30 Registration & Coffee

8:45 Welcome and introduction

9:00 Making Your Gating System Adaptive and Flexible

- Context based – one size does not fit all projects
- Idea-to-launch systems for technology and platform projects
- Spiral development, iterations, protocepts, strategic pivots and the MVP (minimum viable product)
- Your customized project canvas – the risk-based contingency model

10:30 Using Agile Development for Manufactured Products

- Borrowing Agile from Software IT Development – the Agile Manifesto and Agile Principles
- What Agile Project Management is and what it is not: time-boxed Sprints, Scrums, Backlogs, Burndown Charts, Definition of Done, Dedicated cross functional teams
- How Agile can be adapted to handle manufactured products
- Results, examples and illustrations

12:30 Networking Lunch

13:30 Management into an Idea-to-Launch Gating System – the Agile-Stage-Gate Hybrid Model

- What are the major differences between these two systems? How do they fit together?
- Modifications needed to make Agile work with Stage-Gate for manufactured products – getting the best of both worlds
- Why Agile-Stage-Gate works – results you should expect, with examples and illustrations
- Challenges in making it work and solutions

16:00 Parallel Experience Workshops (Attendees' Choice of Stream)

1. Roles in Agile & Scrum, and how to apply in Agile-Stage-Gate OR
2. Visual tools in Agile & Scrum and how to use in Agile-Stage-Gate

17:30 Wrap Up and End of Day

This evening, GEMBA invites all participants to a networking dinner

# INTEGRATE AGILE PROJECT MANAGEMENT INTO YOUR IDEA-TO-LAUNCH GATING SYSTEM

Friday, April 20, 2018

8:15 Coffee

8:30 Picking the Right Projects–Adopting an Agile Approach to Gates

- Lean gates with teeth – getting focus on your development pipeline
- Picking the right projects – the best tools to use for uncertain and risky projects integrate
- Profiling methods (scorecards) and risk-based methods for projects selection
- Committing the resources at gates

10:30 Case: Agile-Stage-Gate

- Case presentation by Tomas Vedsmand, GEMBA Innovation
- Agile pilots experiences
- Implementing Agile experiences
- Interactive exercise

12:00 'Hot Questions Board'

12:30 Networking Lunch

13:30 Accelerated and Faster to Market

- A leaner system, getting rid of bureaucracy using Lean Principles and value stream analysis
- Concurrency – when to overlap stages and tasks
- Resourcing projects properly
- IT supports for projects

15:15 Case: Agile-Stage-Gate Program at Danfoss

- Case presentation by Bo Bay Jørgensen, Senior Director, Danfoss Business System
- Pilots, experiences, benefits & challenges

16:15 Next Steps for You – Making It Work in Your Own Company

16:30 Highlights and Main Take-Aways

16:45 End of Seminar – Beginning of Implementation

Pls. note that times are approximate and may change (start and end times are fixed)

## HEAR WHAT PREVIOUS ATTENDEES SAY

This event was very important for our company as well as for me personally. Cooper's best practice advice helps us tremendously to further improve our innovation management and innovation controlling. The seminar is the best I could possibly recommend!

**Dr. Jens Wieboldt, Director R&D,  
PolymerLatex GmbH, DE**

Bob Cooper is an excellent speaker and teacher. The seminar was exciting and inspiring as well as pragmatic and goal-oriented. The content has exactly met our needs, and we can immediately incorporate it into our company's innovation practices.

**Dr. Ulrich Begemann, Vice President  
New Technologies, Voith GmbH, DE**

The professional content of the course is highly relevant and was elegantly presented by Robert Cooper. Especially all good examples and case stories from 'the real world' were great!

**Bo Jürgensen, Head of Automotive  
Product Development, Bang & Olufsen,  
DK**



## ORGANIZER

**GEMBA**  
INNOVATION

[WWW.GEMBA.DK](http://WWW.GEMBA.DK)

In GEMBA Innovation we help our clients get their innovation jobs done better and faster. We do market research and idea- and concept development. We advise and train our clients in innovation management and online/offline innovation tools. We design and implement innovation process such as Agile-Stage-Gate® – GEMBA is partner with Professor Robert G. Cooper and represent Stage-Gate in Denmark.

Learn more at [www.gemba.dk](http://www.gemba.dk) or contact

Tomas Vedsmund [tv@gemba.dk](mailto:tv@gemba.dk) | +45 4036 5502.

### Fee

Price: €1,999.- (excl. VAT).

The price includes documentation binder, lunch and refreshments.

If more than one person registers from the same company we offer a discount of 15% for the second and every additional attendee.

Early-Bird Discount: For registrations before **1 February** we offer a discount of €100.-.

**All participants are invited to join the networking dinner  
Thursday 19 April at 18:30.**

### Registration

Web: [www.gemba.dk/works/agile-stage-gate](http://www.gemba.dk/works/agile-stage-gate)

E-mail: [tv@gemba.dk](mailto:tv@gemba.dk) Phone: +45 4036 5502

### Cancellations and refunds

Full refund of course fees will be made for reservations cancelled no later than eight weeks prior to the start of the course. Later cancellations incur a cancellation fee as follows:

- 2 weeks or less prior to course start: 100% of the course fee
- 2-4 weeks prior to course start: 50% of the course fee
- 4-8 weeks prior to course start: 25% of the course fee

### Venue

Tivoli Hotel & Congress Center  
Arni Magnussons Gade 2  
1577 Copenhagen V, Denmark

### Please note

Accommodation is not included in the seminar fee. It's possible to stay overnight at the venue hotel.

Hotel booking can be made at [www.tivolihotel.com/business-tivoli-hotel/](http://www.tivolihotel.com/business-tivoli-hotel/) or tel. +45 4487 0010.