

Applying Project Principles to New Product Development and Launches

Target Audience: Teams responsible for managing the product life cycle, especially those involved in developing and launching new products. This includes Product Managers, Marketers, PR and Communications roles.

Key Learning Outcomes

- Learn how to develop and use a structured methodology for your product development life cycle.
- Practice using key tools and techniques that will help you improve the delivery of a new product from design through to launch.
- Learn how to control the project through it's key stages and how to stay on top of multiple projects happening at the same time.
- Understand how to improve your management of key project stakeholders and to reduce risks in the product life cycle.
- Formalise your project life cycle for product development and reap the benefits of reduced time to market, on-budget product delivery, reduced risk and greater professionalism.

Course Experience

- ✓ Theory: Latest best practice
- ✓ Team discussions
- ✓ Individual and group exercises
- ✓ Case studies
- ✓ Technique application practice
- ✓ Personal action planning

Course Outline

DAY 1

Introduction to Project Management

- The difference between Business As Usual and Project Work
- Why New Products/Services Fail
- Roles and Responsibilities of Product vs Project Managers

Formalising The Project Life Cycle

- Typical Project Life Cycle
- The Product Life Cycle
- Standardising Your Project Stages

Three Key Tools for New Product Development Projects

- Positioning Statement Generator
- Proposition Generator
- Values Generator

Fundamentals of Project Planning

- Establishing the Business Case
- Preparing the Project Scope and Objectives
- Capturing Planning Assumptions
- Structuring the Project Team

DAY 2

Project Activity Scheduling

- Developing the Work Breakdown Structure
- Creating the Network Diagram
- Establishing the Critical Path

Controlling the Project

- Risks and Issues Management
- Scope Change Control
- The CAIR Log
- Managing Multiple New Product Launches
- Product Launch Checklist

Stakeholder Management

- Identifying the Stakeholders
- Developing a Stakeholder Engagement Plan
- Preparing a Communication Plan

Sustaining Success

- The Project Review
- Habits of Successful Project Managers
- Action Planning and Closing Remarks

Pre-Course Work: Completion of Pre-Course Questionnaire

Course Material: Includes facilitator's slides, exercise worksheets, background reading/articles and recommended books

Ideal Number of Participants: 9

Maximum: 12

Minimum: 4