

Program Organizer:



Technical Organizer:



Flexible Product Development

- Innovative Techniques of Managing Changes

外國專家教授 - 產品開發處變技巧

Why you Need “Flexibility” in Product development?

Change happens in the real world of product development. **Customers change their minds, new technologies don't work out, competitors introduce new products... etc.** Unfortunately, most product development processes are not very good at accommodating change. Change is expensive. Change wastes valuable time. Change is complicated. Change introduces new defect opportunities.

It is not surprising that most product development processes strongly discourage change. Get it right the first time, do more planning, get better information upfront before development starts. This is the path to greater speed and efficiency.

This sounds good in theory, but the real world doesn't work this way. There is no doubt that better upfront planning will help you avoid some “foreseeable” change, but many changes occur in product development that cannot be anticipated.

For product development, **the key is not to eliminate all change, but to minimize the negative effect on your cost and schedule.** When you admit that change will happen, you can manage product development differently to **minimize the impact of change.**

5 & 6 January – Hong Kong Productivity Council

What You Will Learn

- ✧ *How to **isolate change** by using modular architectures*
- ✧ *How to **time decision-making** to keep options open while keeping schedules & budgets in line*
- ✧ *How to **implement flexible project management techniques** that overcome the limitations of traditional project management best practices*
- ✧ *How to **balance the need** for structure against the need for flexibility*
- ✧ *How to **embed effective risk management** into the process with experimentation strategies that build & maintain options*
- ✧ *How to **lower the cost of change** throughout the process*
- ✧ *How these tools are applied - using a **case study project** in the workshop*

Business Benefit

This workshop will help you to **deal effectively with change in your product development and even to embrace it**. The more you face change and uncertainty in developing new products, the more valuable this workshop will be. And if you are not facing change, are your new products truly innovative?

Who Should Attend?

Managers leading and planning new product development and members of development teams. Executives who wish to rethink whether their current strategies are producing the new-product results they desire in the turbulent environment they face.

Course Modules:

- | | |
|--|--|
| ✧ <i>Flexibility Product Development Introduction</i> | ✧ <i>Set-Based Design</i> |
| ✧ <i>Customers and Products Requirements</i> | ✧ <i>Managing Product Development Teams</i> |
| ✧ <i>Modular Product Architectures</i> | ✧ <i>Flexible Decision-Making</i> |
| ✧ <i>Experimentation Strategies</i> | ✧ <i>Project Management Skills</i> |
| | ✧ <i>Product Development Processes</i> |

Expert Instructor – Mr. Preston Smith

Preston Smith **has been helping manufacturing companies to accelerate their product development since 1984**. He has led more than **100 workshops in 24 countries** on advanced product development topics and has taught product development courses at several universities. Companies that have attended his workshops include: **Siemens, Sony, Motorola, Medtronic, Nestle, Philips, Samsung, DaimlerChrysler, and Adidas**.

Preston is co-author of the popular book, ***Developing Products in Half the Time***. **Over 100,000 copies of this book are in use by managers in many industries**, and it is available in Simplified Chinese. In addition, he has authored several handbook chapters and dozens of published articles on product development. **Preston holds a Ph.D. in engineering from Stanford University**.

Preston's expertise in flexible product development began several years ago when he observed companies hamstrung by rigid development processes in fast-changing markets. He has learned about flexibility by participating in the rapid prototyping community (**keynote speaker at six rapid prototyping conferences**) and more recently in the agile software development community, where **he keynoted at the 2004 Agile Development Conference and was a founder of the Agile Project Leadership Network**.

Enquiry: ☎ 2367-6668 Ms. Mak

REQUEST FULL BROCHURE

Ref: [FPD]

Interested parties please ✓ the box and FAX to 2739-2722 to request the full content flyer.

Company Name						
Contact Person		Department		Position		
Contact Email		Contact Tel		Contact Fax		

If you do NOT wish to receive future TRAINING information, please fax to 2739-2722 with fax no: _____