

Early  
Bird fees  
to Fri 25  
Apr

# Lean Innovation

## Conference, 13<sup>th</sup> May, Thomond Park

### Integrate the Powerful Waste-Eliminating Principles of Lean Thinking into any Innovation Process

#### Tools – Techniques – Industry Case Studies

- Innovation is a key cornerstone of competitiveness. Yet, the Innovation process can often be very inefficient, generating much waste and failure.
- Sharing the business value and industry experience of Lean Thinking when applied to Innovation, Product Development & Design.
- Hear from leading international expert who has worked with Lockheed-Martin, Volvo Group, Boston Scientific, Intel, Boeing, Siemens, Emerson and more...
- Learn from leading Irish companies who have used Lean principles to make a difference to their Innovation and Competitiveness.

#### Industry Case Studies by Ericsson, Molex, Openet, Memjet and Aerogen

#### Guest Speakers:

- **Ronald Mascielli USA** (keynote) – international expert in Lean Product Development
- Richard Keegan, Manager, Competitiveness Department, **Enterprise Ireland**
- Tony Duddy, Group President, R&D, Operations, **Memjet**
- Vince Boyle, Lean and Agile Coach Lead Europe, **Ericsson**
- Sean Griffin, New Product Development Manager, **Molex Ireland**
- Shane O'Flynn, Global VP Product & Solution Management, **Openet**
- Declan Slemon, Director Research & Development, **Aerogen Ltd.**

**Book online:** [www.irdg.ie/bookings-lean-innovation](http://www.irdg.ie/bookings-lean-innovation)

**Members €50, Non-Members €150**

**IRDG Lean Innovation Week 2014 – featuring Conference and Workshops**

For further information and booking please visit [www.irdg.ie](http://www.irdg.ie)

Contact Mary Byrne at [mary.byrne@irdg.ie](mailto:mary.byrne@irdg.ie) | Phone 01 – 2374671 or 087 – 6501215

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IRDG is delighted to bring Ronald Mascitelli, President of Technology Perspectives back to Ireland to facilitate further **workshops** on

# Mastering Lean Product Development

The Lean Product Development approach focuses on the elimination of waste in all facets of the innovation process, from the initial selection and prioritisation of development projects, right through to the commercialisation of every new product. These workshops provide practical, step-by-step methodologies to apply in your business.

Dublin, 14<sup>th</sup> May

## Mastering Lean Product Development Overview & Introductory Workshop

(repeat of 2013 workshops)

- Integrate the powerful waste-eliminating tools of lean product development into any innovation process.
- Learning can be applied to all types of products, in manufacturing and service environments, at all stages of business maturity.
- Workshops suitable for those in leadership and managerial roles who work cross-functionally on Product, Process and Service Development, e.g. roles in R&D, Technical, Design, Finance, Marketing, Operations, Engineering etc. Recommended that companies send a number of participants if possible.

Dublin, 15<sup>th</sup> May

## Mastering Lean Product Development Deep-dive Applied Workshop

### Participants of each workshop will get:

- The insight and unique experience of this leading international expert on this specialised topic.
- Comprehensive hardback folder with all of Ron's workshop slides for note-taking.
- Complimentary copy of Ron's latest book "**Mastering Lean Product Development**".
- Post Workshop: Exclusive opportunity to follow up with Ron via in-depth webinars in June & September to discuss progress, ask questions and help put the learning into practice.



14<sup>th</sup> May, Dublin – 9am to 5pm

## Mastering Lean Product Development

Repeat of  
2013  
Workshops

# Overview & Introductory Workshop

- **Overview of Lean principles in the Product Development / Innovation environment.**
- **Introduction to some of the tools and techniques developed and applied in companies worldwide by Ron Mascitelli.**
- **Appreciate the value of LPD to business and trial some techniques.**

Note: No previous knowledge or understanding of Lean is required. This workshop is a repeat of those which took place in May 2013.

Doing more with less is a mandate for virtually any firm, particularly with respect to new production introductions. Unfortunately, much of the effort expended by product development teams is often unnecessary and potentially wasteful. In many cases, less than half of a team member's work day is actually spent creating value for their customers, and profits for their companies. Firms that have embraced the practical, waste-eliminating methods of Lean Product Development have reported up to 50% reduction in launch schedules, dramatic improvements in gross margin, and enhanced customer satisfaction.

Participants will take away a practical plan for executing a real-world development project in less time, with higher margins, and with enhanced quality and customer value. Specific topics include:

- How to energise your current development process through an event-drive, highly collaborative design methodology.
- A powerful new tool for connecting the voice-of-the-customer directly to product requirements.
- Identifying and mitigating risks to costs, schedule and quality.
- Managing resource capacity in a multi-project environment.
- Lean Scheduling and constraint (bottleneck) management.
- The LPD Visual Workflow Management System.
- Enhancing productivity through Time-Slicing and Visual Communication.

### Upon completing this workshop, participants should be able to:

- Dramatically accelerate the development of high-value new products.
- Reduce product cost through Toyota-based innovation and process preparation techniques.
- Improve the quality and efficiency of customer / team / management communication.
- Maximise the productivity of scarce human and capital resources.
- Develop a culture of discipline, value-focus, and intolerance of waste.

For further information and booking please visit [www.irdg.ie](http://www.irdg.ie)  
or contact Mary Byrne at [mary.byrne@irdg.ie](mailto:mary.byrne@irdg.ie) | Phone 01 – 2374671 or 087 – 6501215

15<sup>th</sup> May, Dublin – 9am to 5pm

## Mastering Lean Product Development

# Deep-dive Applied Workshop

- **Take Lean Product Development knowledge a step-further and to really get to know the tools and techniques of Ron Mascitelli.**
- **Working through real-life examples, experiment with the techniques and gain a really deep-understanding of how they are applied.**
- **Begin to rollout an LPD programme in company.**

Note: Whilst the 'Overview & Introductory Workshop' is not a pre-requisite to this 'Deep-dive Applied Workshop', it does provide a very useful context and understanding of LPD. This is particularly important to ensure those implementing LPD appreciate its scope and potential. A level of understanding of Lean in this context will be assumed by the facilitator.

Here is your chance to go beyond an 'Overview' of Lean Product Development tools and methods by applying selected tools to a real project from your firm. In this "learn-by-doing" workshop format, small teams will be guided through the entire front end of the Lean Product Development process through a series of hands-on exercises. By sharing results with teams from other firms and through mentoring and facilitation by the instructor, many of the issues and obstacles associated with product development improvement can be easily overcome.

This workshop is recommended for cross-functional teams and team leaders, as well as anyone with direct responsibility for achieving the best possible results from your firm's product development process.

### During this intensive, collaboration-building workshop, your team will:

- Define the Market Positioning for your selected product opportunity.
- Created a prioritised list of high-value differentiating features, based on true voice-of-the-customer.
- Learn how to prioritise design requirements into Must-haves, Should-haves and Could-haves.
- Generate a high-level project Master Schedule, using collaborative visual planning techniques.
- Apply time-to-market optimisation techniques to reduce your project schedule without adding risk.
- Create a prioritised Project Risk Register, and determine which risks are the most compelling opportunities for proactive risk mitigation.
- Build a prototype Visual Project Board, and walk through a simulated stand-up meeting.
- Have an opportunity to troubleshoot, enhance, and optimise your current efforts to improve product development execution.

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**About the Instructor** Ronald Mascitelli, PMP



Ronald Mascitelli, PMP (Project Management Professional, MS Solid State Physics, University of California, Los Angeles; BA Physics / Applied Mathematics, California State University, Fullerton) is the Founder and President of Technology Perspectives. Mr. Mascitelli is a recognized leader in the development of advanced methods for project management and product development, with an emphasis on eliminating non-value-added waste, maximizing team productivity, and enhancing profitability.

He currently presents his proprietary workshops and seminars internationally to public audiences, and has created company-specific training and deployment programs for a over one hundred leading firms, including Lockheed-Martin, The Volvo Group, Boston Scientific, Adidas, Intel, Boeing, Parker-Hannifin, Emerson, Siemens, Briggs & Stratton, Delta Faucet, and Rockwell Automation / Allen-Bradley.

Mr. Mascitelli served as both Senior Scientist and Director of Research and Development for Hughes Electronics and the Santa Barbara Research Center. Since founding Technology Perspectives in 1994, Mr. Mascitelli has published over twenty papers and technical articles in major journals, including the International Journal of Technology Management and The Journal of Product Innovation Management, and is a contributing author for IEEE's Technology Management Handbook. Mr. Mascitelli is the author of five books, including the critically acclaimed Building a Project-Driven Enterprise, The Lean Design Guidebook, The Lean Product Development Guidebook, and Mastering Lean Product Development.

**WORKSHOPS: Book early as places are limited. Prices are per person, per workshop.**

**EARLY BIRD SPECIAL**

\* closes 25<sup>th</sup> April

Members €245pp

Non-Members €395pp

**NORMAL RATE**

\* from 5pm 25<sup>th</sup> April

Members €345pp

2 or more people €295pp

Non-Members €495pp

2 or more people €445pp

**Please note:**

- Bookings are confirmed on receipt of full payment.
- Invoice payment, rather than credit card, can be facilitated upon request. Please contact IRDG for more information.
- Participants must have fully paid prior to attending the workshop.
- The early bird discount is available until 5pm Friday, 25<sup>th</sup> April 2014 only.
- Refunds are available up to 7 days in advance, and will be refunded less the online processing fees incurred. Thereafter no refund applies. Substitutes can be made at any time.
- To qualify for the reduced rate for two people or more, all parties to the booking must be employees of the same company.

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