



LEAN PRODUCT DEVELOPMENT

Mastering Lean Product Development

Introduction & Executive Overview Workshop

Radisson Blu Little Island, Cork
Monday, 18th June 2018
9am to 5pm

Crowne Plaza Blanchardstown, Dublin
Tuesday, 19th June 2018
9am to 5pm

*Created and Presented by –
Ron Mascitelli, PMP
President, Technology Perspectives*

Workshop Description –

Lean Product Development provides a step-by-step methodology for integrating the powerful waste-eliminating tools of lean product development into any product or service development process. Companies across all sectors of industry are successfully applying LPD tools and techniques to bring discipline, best practice and efficiencies to their innovation activities.

In the current economic climate, doing more with less is a mandate for virtually any firm, particularly with respect to new product 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 percent reduction in launch

schedules, dramatic improvements in gross margin, and enhanced customer satisfaction. This workshop is based on the recently published book *Mastering Lean Product Development*, by Ronald Mascitelli, and is presented by the author.

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 energize your current development process through an event-driven, highly collaborative design methodology.
- A powerful new tool for connecting the voice-of-the-customer directly to product requirements.
- Identifying and mitigating risks to cost, 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 –

1. Dramatically accelerate the development of high-value new products.
2. Better translate voice-of-the-customer into prioritized design requirements.
3. Identify and proactively mitigation critical project risks.
4. Improve the quality and efficiency of customer / team / management communication.
5. Maximize the productivity of scarce human and capital resources.
6. Develop a culture of discipline, value-focus, and intolerance of waste.

Who Should Attend –

Senior Executive team (CEO, C-suite management with responsibility for innovation (product, process & service development), marketing, designers, development engineers, NPD & NPI teams, R&D managers, Value Stream Managers and others with innovation-related responsibilities.

Workshop Outline –

I. Introduction

- Executive Overview
- Introduction to Lean Product Development – What are the Benefits?
- Foundations for a Lean Development Process

II. A Sampling of LPD Events and Tools

- i) Managing Finite Development Resource Capacity
 - Managing resources in a multi-project environment
 - Prioritization of active projects
 - Arbitrating resource conflicts
- ii) Event #1 – The Market Requirements Event
 - Structure of Event
 - The Market Requirements Brief
 - The Market Positioning Statement

- Market Differentiation Tool
 - The Requirements Derivation Tool
 - Prioritization of Features and Requirements
- iii) Event #2 – The Risk Mitigation Event
- Structure of Event
 - Identifying and Prioritizing Project Risks
 - The “Risk Burn-Down Tool”
 - Risk Mitigation Strategies
- iv) The Visual Workflow Management Process
- The Visual Project Board
 - Dynamic Visual Planning and Execution Tracking
 - Stand-up Coordination Meetings
 - Multi-project boards and other variations

III. Notes on Implementation

About the Instructor ... Ronald Mascitelli, PMP

Ronald Mascitelli, PMP (Project Management Professional, MS Solid State Physics, University of California, Los Angeles; BS 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 and fifty leading firms, including Lockheed-Martin, The Volvo Group, Boston Scientific, Adidas, Intel, Boeing, Parker-Hannifin, Emerson Corporation, Hitachi, Siemens, ABB, 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 his most recent book, *Mastering Lean Product Development*.

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