



LEAN PRODUCT DEVELOPMENT

Advanced Lean Product Development

Deep-dive, Interactive, Applied Workshop

Crowne Plaza Blanchardstown, Dublin | 20th June 2018 | 9am to 5pm

Facilitated by
Ron Mascitelli, PMP
President, Technology Perspectives

Workshop Description –

A number of companies across various sectors of industry are successfully applying *Lean Product Development* as a step-by-step methodology for integrating powerful waste-eliminating processes to their product or service development activities.

These companies have an understanding of the LPD approach, and existing experience of applying the tools and techniques in their business. Like all processes, continuous learning and improvement ensures optimum application of those same tools and techniques, and the sharing of a common language amongst evolving team members.

This interactive, deep-dive workshop will provide a unique opportunity for those practitioners of Lean Product Development, and those with prior understanding of the subject, to have a customised, tailored experience with Ron Mascitelli, a global thought-leader and practitioner of Lean Product Development. Ron has been working

with industries across diverse sectors for many years, both implementing LPD and coaching teams to improve their product development execution.

In this workshop, a mix of cross-sectoral companies and participants will come together with their specific challenges, questions and needs, with a view to sharing experiences, exchanging ideas, and learning from the master of this subject and others in the room. By working together, many of the issues and obstacles associated with product development improvement can be easily overcome.

Participants are invited to submit questions and challenges in advance and will take away real practical learning points. During this intensive, collaboration-building workshop, your team will be invited to explore topics such as:

- The Market Positioning for your selected product opportunity.
- High-value differentiating features, based on true voice-of-the-customer.
- Prioritisation of design requirements into Must-haves, Should-haves and Could-haves.
- Your approach to the high-level project Master Schedule, using collaborative visual planning techniques.
- Time-to-market optimisation techniques to reduce your project schedule without adding risk.
- Project Risk Registers to determine the most compelling opportunities for proactive risk mitigation.
- The effectiveness of your Visual Project Board & stand up meetings.
- The challenges of organizational culture in supporting the cross-functional dynamic of LPD.
- Integrating LPD tools and techniques with existing processes.
- And others as you might like to submit for consideration.

Upon completing this workshop, participants should be able to –

1. Dramatically accelerate their implementation of Lean Product Development.
2. Have clear ideas and actions to help overcome existing challenges.
3. Connect to a network of like-minded LPD practitioners active in Ireland who are open to sharing and learning together.

Who Should Attend –

Executives and managers who have previous experience of Lean Product Development, either having implemented some learnings from Ron's previous workshops with IRDG in Ireland, or having attended IRDG's Lean Product Development programme, or some similar experience.

As the workshop will provide a direct opportunity to troubleshoot, enhance and optimize your current efforts around product development execution, it is recommended that 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, would attend.

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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