

MASTERING LEAN PRODUCT DEVELOPMENT

Online for Autumn 2021

Start date Sept 7th

Concludes Oct 19th



**BOOK
NOW**

Contact: Bernadette.mcgahon@irdg.ie



The LPD Framework is designed to fit within an existing governance process (Stage Gate/Agile) or to stand on its own providing both a governance and execution methodology. Use the framework and tools below to customise and deliver 4 game changers in your own NPD system.



People – Culture & Behaviour – Strategy for Mindset Change

Front end discovery

- Design Thinking/VOC
- Personas
- Jobs to be done
- Market differentiation
- Business scoping brief
- Application in your context

Management

- Progress with tools
- Risk management
- Project governance
- Resource & critical path planning
- Visual workflow
- Application in your context

LPD Pipeline

- Progress with tools
- Behaviour & culture
- Rapid learning cycles
- Set based design
- Application in your context

Optimisation

- Progress with tools
- Product
- Process
- Production
- Peer group sharing
- Discussion with LPD Master

Delivering 4 game changers

1. A front-end discovery framework to support the identification and selection of winning ideas for your business and customers.
2. Techniques to maximise your valuable R&D resources to successfully design, develop and deliver significantly greater customer value and financial returns.
3. Guidance on governance and product development events to accelerate your new product development pipeline, delivering up to 30% faster time to market.
4. A team with a changing mindset, approach to issues and problems, habits and behaviours that over time will reinvigorate the culture within your business.



Delivery Dates

Module 1: 7th Sept 9am-1pm

Module 2: 14th Sept 9am-1pm

Module 3: 21st Sept 9am-1pm

Module 4: 28th Sept 9am-1pm

Module 5: 5th Oct 9am-1pm

Module 6: 12th Oct 9am-1pm

Module 7*: 19th Oct 9am-3.30pm

IRDG EXPERT LPD TEAM



PAT LAWLOR



SHANE HUGHES



SEAN MCNULTY



TONY DUDDY



*Including guest session with LPD Master, Tony Duddy – Group President of R&D and Operations, Memjet Technology