



Agilizing



NEW PRODUCT DEVELOPMENT PROFESSIONAL (NPDP) CERTIFICATION

New Product Development Professional (NPDP) Certification

The New Product Development Professional (NPDP) certification, developed and offered by the Product Development and Management Association (PDMA), is an internationally recognized body of knowledge.

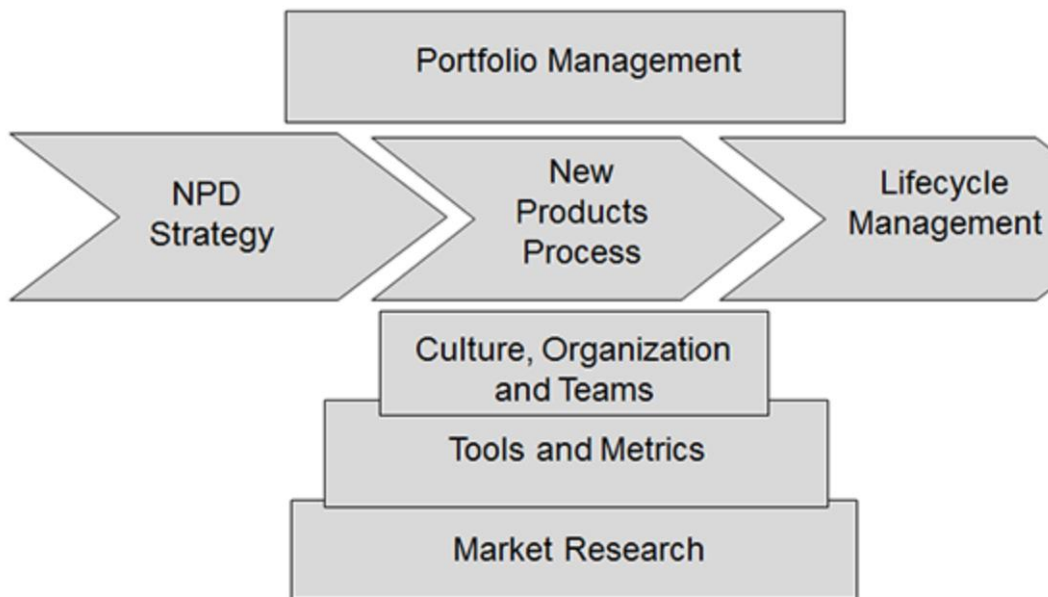


NPDP certification supports and formally recognizes your drive for process consistency and discipline. This edge allows you to document your knowledge and experience in NPD, offers the right big picture perspective and moves you beyond "just being able to talk about it."

You will earn a prestigious designation that carries with it a sense of personal accomplishment and demonstrates your professional competency.



Workshop Overview:



Strategy

- Various types of strategy, from corporate through business and functional strategies
- Innovation strategy, particularly as it sets out the framework, and provides direction, for product development
- Benefits and limitations of specific innovation strategic frameworks
- Role of supporting strategies from technology, marketing, platforms, intellectual property and capability



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Portfolio Management

- Strategy to project selection
- Set of current and potential new products that can form the basis for a program of product development
- Methods for project selection
- Portfolio management

New Products Process

- Greater understanding of the success factors for new product development
- Outlines many of these processes including Stage-Gate®, Concurrent Engineering, Integrated Product Development, Lean and Agile
- The benefits and limitations of each process and specific contexts for application are recommended

Culture, Organizations, and Teams

- Outlines the characteristics of an innovative culture
- Requirements for a high performing team and for team structures to support cross-functional teams in an innovative environment and in different project contexts
- Management roles and responsibilities at various levels and within different stages of product development

Tools and Metrics

- Descriptions of a set of generic tools including ideation, financial analysis, quality function deployment, TRIZ, Six Sigma, project management, and risk management
- Various tools is intended to provide their potential application and value to product development and product management
- Performance metrics emphasis on the application of metrics for learning and continuous improvement

Market Research

- Market research tools including secondary research, qualitative vs. quantitative, focus groups, customer site visits, ethnography, consumer panels, social media, big data, crowdsourcing, alpha and Beta testing, and market testing
- Benefits and limitations of each tool
- Potential application at various stages of the new product process
- Accuracy and reliability of the various tools, and in turn, their value in decision making at various stages of product development

Life Cycle Management

- Outlines the stages of the product life cycle with reference to case study examples
- Product management and product development strategies for each stage
- Sustainability with specific emphasis on sustainable innovation applied to innovation strategy and product design

Workshop Registration: <https://agilizing.com/booking/>