

Appendix G: 7D-NPD Questions by Category as Used in NACM-BPS

Audit questions relating to each dimension as modified from Barczak & Kahn (2012).
These will be the basis for the NACM survey items for 7D-NPD by Schnellbacher (2017).

Strategy - the defining and planning of a vision and focus for (R&D), technology management, and product development efforts at the SBU, division, product line, and/or individual project levels; includes the identification, prioritization, selection, and resource support of preferred projects.

Strat1-Does your company use a formal strategic planning process?

Strat 2-Is identification of opportunities ongoing?

Strat 3 Are NPD projects and programs reviewed on a regular basis?

Strat 4-Are NPD projects aligned with the company's goals?

Strat 5-Is there a ranking or prioritization of NPD projects?

Strat 6-Is there consideration for balancing the number of projects and available resources?

Strat 7-Is the prevalence of pet projects minimized?

Research - the application of methodologies and techniques to sense, learn, and understand customers, competitors, and macro-environmental forces in the marketplace.

Res1-Is market research used to develop product definitions?

Res2-Is market research an integral part of all NPD projects?

Res3-Are customers/users an integral part of the NPD process?

Res4-Are testing results formally evaluated?

Commercialization - those activities related to the marketing, launch, and post-launch management of new products that stimulate customer adoption and market diffusion.

Cm1-Does the company have a standard launch process/protocol for new products?

Cm2-Is there a team charged with planning new product launches?

Cm3-Is the product launch team cross-functional in nature?

Cm4-Is a project post-mortem meeting held after the new product is launched?

NPD Process - the implementation of product development stages and gates for moving products from concept to launch, coupled with those activities and systems that facilitate knowledge management across projects in the overall company.

Pr1-Does a clear NPD process exist?

Pr2-Is there documentation on the NPD process?

Pr3-Is the NPD process flexible enough to adapt to every project?

Pr4-Does the NPD process have a process owner or process champion?

Pr5-Does the company prevent the circumventing of the NPD without management approval?

Project Climate - the means and ways that underlie and establish product development intra-company integration at the individual and team levels.

CL-1-Is the company climate conducive to the NPD project work?

CL-2-Does each project have a clearly identifiable project leader?

CL-3-Do functional areas work well together on NPD activities?

Company Culture - the company management value system driving those means and ways that underlie and establish product development thinking and product development collaboration with external partners, including customers and suppliers.

CU-1 Does the company culture support innovation?

CU-2 Does top management provide the necessary resources to support NPD activities?

CU-3 Can NPD ideas come from outside the company?

CU-4 Does the company actively work with customers to identify new product opportunities?

CU-5 Does senior management encourage risk-taking?

Metrics and Performance Measurement - the measurement, tracking, and reporting of product development project and product development program performance.

Met1-Does the company have specific NPD metrics?

Met2-Are there standard criteria for evaluating individual NPD projects?