

Creating Powerful Product Line Strategies & Roadmaps

CRITICAL TOPICS

- Platform-levers and Multi-generational Plans
- Chain-link Alignment and Culture
- Innovation Charters
- Attribute Positioning
- Verb-based Market Segmentation
- Strategy Pivots and Roadmap Recasts
- Cash Flow, Competition, and Customer Satisfaction
- Governance and Decision Flow
- Roadmap Management

MASTER LEARNING WORKSHOP

TO REGISTER: e-mail: workshops@adept-plm.com
web: www.adept-plm.com/ppm-workshops/

A 2-DAY MASTER LEARNING WORKSHOP

This important workshop delivers a full understanding of how to form and carry out good product line strategies. It explains the keys to improving product line management, innovation, and product development within mid and large-sized companies.

Participants will learn how to improve and deliver powerful strategies quickly and successfully. Topics include:

- Purposefully positioning against competition and for greater customer satisfaction
- Adjusting internal roles and responsibilities to maximize gains
- Building Roadmap Management Capabilities
- Targeting Impactful Innovations... not screening ideas to find innovations.
- Amplifying Operational Effectiveness

Workshop leaders keep a sharp focus on best practices and how to gain benefits rapidly. The workshop goal is to teach why and how

Product Line Strategies TROUNCE Single Product Strategy.

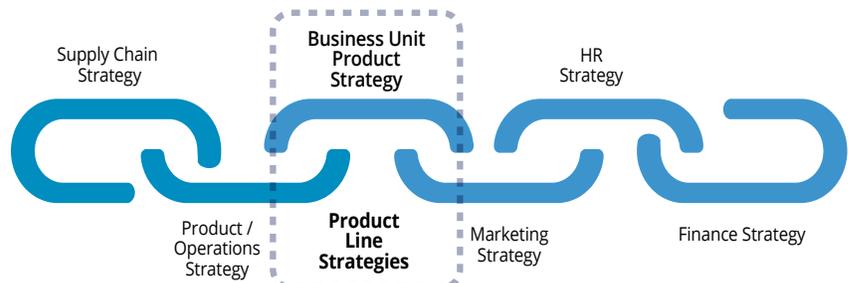
By attending, you'll learn how to build and carry out powerful product line strategies. Through discussions, examples, and cases, the workshop explores and clarifies:

- | | |
|--|-----------------------------------|
| ● Platform-levers | ● Innovation Charters |
| ● Jobs-to-be-Done (Verb-base) Segmentation | ● Strategy-Essence |
| ● Attribute Positioning | ● Cross-Organization (Chain-Link) |
| ● Governance | ● Alignment |
| ● Strategy Moves, Pivots, and Recasts | ● Execution Roadmaps |

Join Us To Learn How to:

1. Recognize good strategies and avoid poor strategies
2. Apply best practices to gain the most from product lines
3. Define superior Platform-levers for gaining and keeping strong advantages
4. Link top-down business strategy with execution roadmaps and cross-organization chain-links
5. Link roadmap milestone to Platform-levers, Market Segments, and Technology building Blocks
6. Target innovations toward key drivers to boost product line gains
7. Set up practices at a pace matching your organization's ability
8. Develop a strong value proposition for improving strategies
9. Speed gains and benefits to drive measurable change
10. Use software and systems to improve your organization's capabilities
11. Target innovations to drive product line strategies and portfolio values
12. Tie roadmaps to strategy and project management

Gaining Alignment Across Chain-Link Strategies is Key to Product Line Strategy Success.



A 2-DAY MASTER LEARNING WORKSHOP

Day 1

Understanding Product Line Strategies And Impactful Innovation

In the first session, you will gain a strong understanding of product lines and their strategies. The teaching stresses how to improve profits, dominate competition, and delight customers. A key focus is on applying a solid, well-vetted approach tied to existing practices. Good product line strategies lead to profound results.

The approach laid out sets a basis to judge good strategies from bad. Throughout this session, the instructor will use examples, case studies, and interactive discussion. The goal is to help participants explore various product lines, situations, and results – both good and bad.

Roadmap Management And Strategy Execution

Product Line Roadmaps are execution plans for strategies. Good roadmaps depend on good strategies. And good strategies depend on good roadmaps. Getting roadmaps and their milestones right is key to successful strategies.

This session explores roadmaps and their connection to strategy. Key topics include:

- Platform-lever Timelines and Strategy Horizons
- Advancing Technology Building Blocks
- Market Segments and Changing Segmentation
- Products-in-Development

- Products-in-Market
- Innovation Target and Charters
- Critical-to-Strategy Milestones

Platform-Lever Types: Production, Design, Service, Systems, And More

Smart product line strategies gain leverage from one or more Platform-levers. Gaining leverage is a deliberate choice that companies often squander. The choice and the execution of the choice is the cornerstone of a strategy.

Then too, strategy demands advancing and changing Platform-levers in line with market, technology, and multi-generational needs. Responsive strategy requires managers to understand the what, why, when, and how of Platform-levers.

In this session, participants will explore key principals that guide Platform-lever creation and changes. Attendees learn how to:

- Identify and define Platform-levers,
- Focus specifically to gain leverage,
- Measure leverage and its change,
- Create organizational focus to drive leverage,
- Respond to Platform-lever life cycles, and
- Amplify Platform-lever gains.

Crafting Powerful Strategies With Sharp Roadmaps

Smart strategies come from good insights. Teams create

good strategies by developing great insights and applying them creatively and purposely. Every product line team's top challenge is to create a continuous stream of great insights. This is a tough task. In this session, you learn how to build, track, and use high quality insights to power your product line.

Collecting, Building, And Managing Insights: Thinking Strategically

In this session, attendees learn how to set up and use a stream of "strategy lenses" to form insights and use them intelligently.

Specific lenses focus on many topics like:

- Setting up smart segmentation schemes
- Using "Directional Policy" analysis to home in on growth opportunities
- Focusing on Technology Building Block through scouting and analyses,
- Clarifying "Jobs-to-be-Done" (verb-based) segments
- Targeting customer-desired outcomes
- Building multi-generational roadmaps
- Analyzing and responding to life cycles
- Understanding strategy changes and competitor moves

A 2-DAY MASTER LEARNING WORKSHOP

Day 2

Seeing And Communicating Strategies, Roadmaps, And Plans

Product line strategies affect many people in an organization. But not everyone understands why a strategy and its execution roadmap are best. In this session, you'll learn why a shared understanding of strategy can be critical to a product line's success, and how best to communicate it.

This session explores important guidelines for creating strategy and roadmap displays and textual reports. Visual and written communications, you'll see, are critical to gaining and keeping support for strategies and roadmaps.

Software Tools To Support Product Line Strategies And Roadmaps

Enterprise software can help develop great products, manage robust portfolios, and create powerful strategies and roadmaps. Software can improve any product line's productivity. The challenge is to figure out what software tools best match an organization, its product line and its work practice.

In this session, participants learn the current state of software packages that help create great strategies and carry out their execution. Instructors share insights on how best to set-up and

integrate software systems into people processes and across the enterprise.

Capability Maturity: Orchestrating Improvement

No two product lines are the same. And no two organizations are the same. Skills and capabilities differ company-to-company. The challenge is to match skills and capabilities to the needs of each product line.

In this workshop session, participants explore how to assess their organization's ability to create, improve, and carry out great product line strategies. Key topics include producing insights, creating the best strategy, and mapping the product line. Attendees will learn how to match the right task to skills, capabilities, and capacities. Most important, the session shares the approach organizations use to build maturity and capability in skills, supports, and practices.

Setting Up The Strategizing Approach... People, Practices, And Systems

How you set up your approach toward creating and improving product line strategies is important. In this session, attendees learn key drivers and expected hindrances.

The session focuses on forming and using practices that:

- Build abilities quickly, and
- Gain a strategy's maximum benefits.

This session shares key impediments to setting up practices. And it details practical approaches to avoid them. Emphasis throughout this session is on real-world practices to speed the benefits of good product line strategies.

The Business Case For Product Line Strategies And Roadmaps

Everyone knows there's no such thing as a free lunch. Instead, organizations must invest time and money if they wish to realize the gains of good product line strategies. In this session, participants examine the cost-benefit of smart product line strategy practices. Here the instructor shares the benefits and cost of creating great product line strategies in a powerful cost-benefit model. The model enables participants to form and present a business case that supports needed organizational and strategy changes.

After the workshop, The Adept Group offers attendees one-on-one coaching on workshop topics. We recognize organizational and market dynamics can make strategizing and roadmapping look different in real life. We help participants sort through the real forces helping and hindering product line strategies.

The Adept Group offers customization and on-site delivery of this workshop.

To learn more, please contact us at: workshops@adept-plm.com

Some Companies That Have Attended Adept Group Workshops

National Starch, Sprint, Standard & Poors, Goodrich, Cerner, Kimberly-Clark, Dofasco, Swagelok, Intel, Google, Church & Dwight, SunPower, Nalco, Bush Brothers, Schneider Electric, Smith & Nephew, Novartis, Uniqema, SC Johnson, Telefonica del Peru, LyondellBasell, El Dupont, Pfizer, Arch Chemicals, Battelle, Coca-Cola, Sara Lee, M&M Mars, Porter-Cable, Praxair, O. C. Tanner, Novartis, Timken, FPL Energy Services, State Farm, FedEx, BASF, Lubrizol, Hewlett-Packard, ExxonMobil, SAP, Blue Cross Blue Shield, P&G, Amway, Honeywell, Caterpillar, Weyerhaeuser, Cointstar, Tellabs, J&J, WR Grace, Dade-Behring, Affymetrix, Herman Miller, Owens Corning, Colgate-Palmolive, Alcatel-Lucent, Hollister, NOVA Chemical, GlaxoSmith-Kline, Chevron, and Hershey.

Registration

Participant Fee

Companies may send up to four people each workshop. For learning and sharing purposes, we encourage at least two people take part from each organization.

You may find registration fees and payment methods at: www.adept-plm.com/events/

Locations

- Atlanta, GA
- Chicago, IL
- Newark, NJ
- San Diego, CA
- Seattle, WA
- Portland, OR
- Dallas, TX
- Orlando, FL
- London
- Seoul
- Paris
- Bangkok
- Boston, MA
- Ponte Vedra Beach, FL
- Shanghai

Please visit our website for current locations and dates:
<http://adept-plm.com/events/>

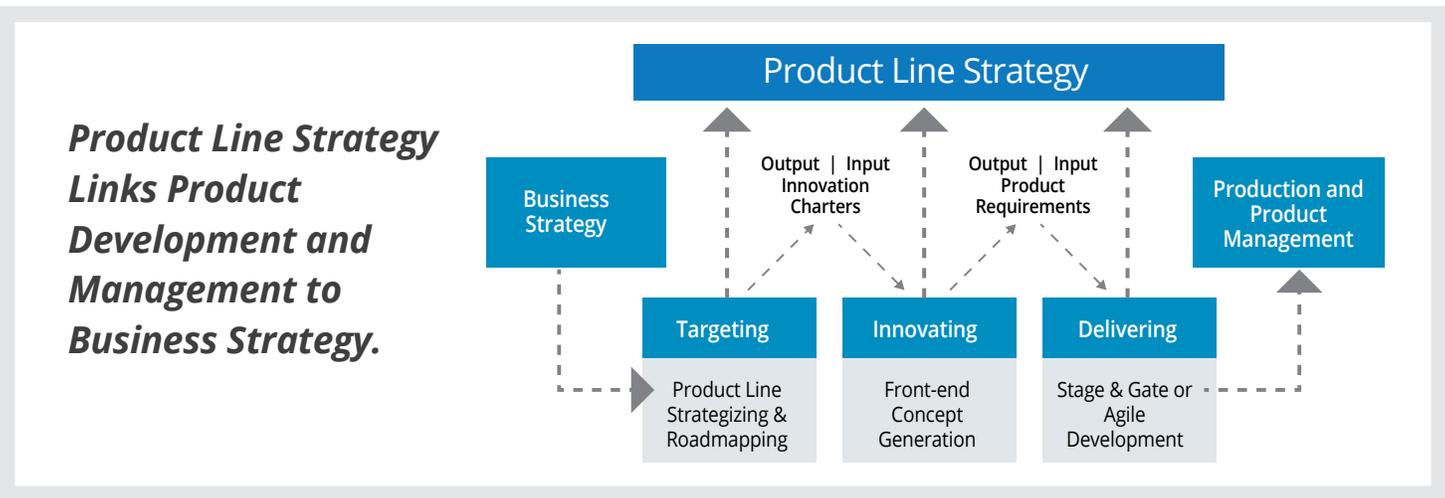
Class Size And Team Attendance

We limit workshop class size. Some settings force us to limit the number of team members attending from a single company. Attendance is by registration order. Please see our website for specifics.

Cancellations

Cancellations must be made at least 21 days in advance of the workshop. Credit will apply toward future workshop. If preferred, full refunds, less a \$450 fee, will be mailed to the registrant via check. An alternative participant may be substituted at no extra charge.

Payment is due before the workshop. Our online registration accepts Visa, MasterCard, and American Express.



This workshop is for managers and executives at all levels who contribute to or oversee product management, product development, and innovation practices. Attendees come from many functions, including:

- PRODUCT MANAGEMENT
- TECHNOLOGY MANAGEMENT
- PROCESS MANAGEMENT
- MARKETING
- INNOVATION MANAGEMENT
- ENGINEERING
- RESEARCH & DEVELOPMENT
- PROJECT MANAGEMENT
- STRATEGIC PLANNING

Course Leader

Paul O'Connor is the founder of the Adept Group and an expert in Product Line Strategies. He is author of the acclaimed book *The Profound Impact of Product Line Strategies: Your Guide to Highly Productive Innovation and Management* (2018.)



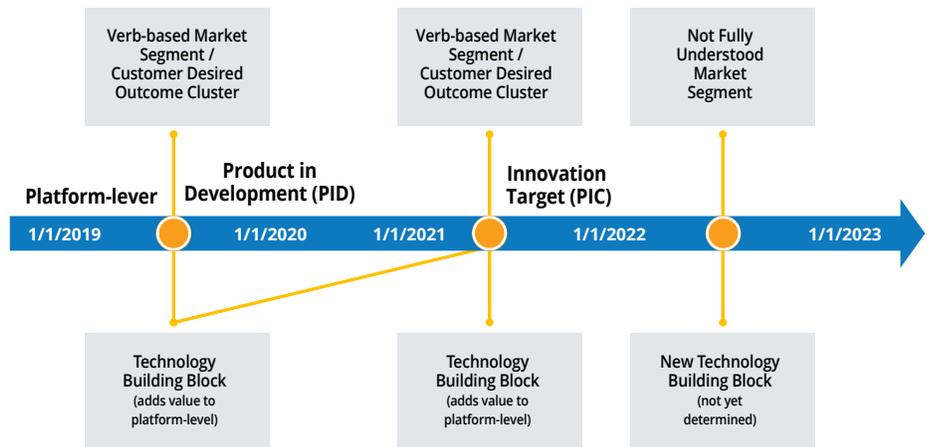
Paul's clients include organizations around the world. Mr. O'Connor is a contributing author in *The Handbook of New Product Development* (1996, 2004), and *The PDMA ToolBook* (2004). Chapters include on approaches to speed setting up and gaining benefits from notable product management and innovation practices. Whitepapers by Mr. O'Connor include "Overcoming Portfolio Inertia and Portfolio Entropy" (2011.) He also published "Strategizing, Roadmapping and Executing the Product Line" (2012). Paul's article in the *Journal of Product Innovation Management* entitled "Implementing a Stage-Gate Process: A Multi Company Perspective" is cited by many and used in several MBA programs. Mr. O'Connor is also a past-president of PDMA.

About Adept

The Adept Group is a leading consultancy in product line strategy. We serve medium and large-sized organizations around the world. Our work includes conducting diagnostics, implementations, and smart training for B2B and B2C companies. We work across high-tech and low-tech industries.



**Product Line Roadmaps
Communicate How
Teams Will Carry Out
The Strategy.**



Participants come from B2B and B2C companies in high-tech to low-tech industries.

You'll find participants representing many product lines. Some product lines may have long life cycles, others short. Some lines may be product-oriented, others service-oriented. And some product lines may be specialty-like, while others commodity-oriented. No matter, the principles of good product line strategy will apply.

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