

PRESENTERS

JOHN A. CHAYA

In 1998, Mr. Chaya and two partners founded Alignment Consulting International, to merge the expertise and industry knowledge of the founders. This was driven by a set of values and core services proven to be of benefit to start-up, early development and existing organizations seeking to maximize their impact on the markets they serve. Concentrating primarily in the Middle Atlantic region, ACI has performed projects for organizations in the for-profit, not-for-profit, state government and local development authority market segments. Combining over sixteen years of corporate experience and fifteen years of executive level consulting experience, Mr. Chaya has implemented broad based solutions in strategic planning, performance improvement, and cycle time reduction in the engineering, service, manufacturing, food, retail and health care industries. He has been a part-time faculty member in the Business Departments at The Pennsylvania State University and Seton Hall University.

JAMES B. GODSHALL

James Godshall is President of Total Quality Institute, Inc. and a senior partner of Alignment Consulting International. His consulting experience focuses organizations on aligning their business strategies and processes to achieve long-term competitive strength. Working with management and employees at all levels in an organization, Jim has facilitated the development and implementation of strategic and business plans, marketing strategies, customer focused process improvements, cycle time reduction of both business and operating processes, management development from senior management to supervisors, organizational and program assessments, organizational design and Post Merger Facilitation in such diverse industries as healthcare, hospitality, manufacturing, medical products, distribution, government and service. He has authored and had published a series of manuals and procedures for the successful implementation of continuous quality improvement, which are used internationally. He is a popular professional speaker and a top business consultant and coach.

TO REGISTER:

PRICE: Only \$250/person
Includes all three sessions,
materials and breakfast.

BY PHONE:
Call Diane Lewis (610) 758-5581

BY E-MAIL:
Send an e-mail to dianel@mrcpa.org

ON-LINE:
Credit Card Payments Only
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MARKET STRATEGY AND THE PRODUCT DEVELOPMENT PROCESS

January 13, 20 & 27, 2005
Thursdays
7:30-10:30 AM



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Bethlehem, PA 18015

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OVERVIEW

This workshop will guide the participants through a process of discovery, and each will create an outline of an action plan. The focus will be to put in real terms the process of selecting, executing and measuring product development efforts. Designed in a three-session format, the participants will experience how to align their product development with their market strategy, improve, then shorten the cycle time of the process, and manage that process to meet the windows of market opportunity. The workshop is intended to be highly interactive, results focused.

Session 1 **Product Development** **Aligned With** **Market Strategy**

Thursday, January 13, 2005
7:30-10:30 AM

Objectives:

- *Define market focused strategy and its role in business success*
- *Examine how to determine what the customer needs, why and when?*
- *Learn how to choose and implement a market strategy*
- *Understand the interrelationships of key business factors that drive results*

Focus:

This session is designed to examine and bring light to forward-looking, strategic market thinking. Product development must be aligned with the future needs of the market, the internal resources and external market realities, within a timeframe that will allow a company to achieve "first-to-market" status. Strategies developed to achieve first-to-market must be comprehensive, realistic and produce results within the market window of opportunity.

Session 2 **Product Development...** **A Good Process,** **A Fast Process**

Thursday, January 20, 2005
7:30-10:30 AM

Objectives:

- *Learn the methods to examine the current product development process*
- *Evaluate if it will deliver the outcomes desired*
- *Examine options to fix or replace it*
- *Decide whether to use internal or external development*
- *Learn to apply the concepts of cycle time reduction to improve speed*
- *Compare new cycle time to market needs*

Focus:

Once the organization has established a workable strategy supported by market data, it is critical that the product development process be efficient, effective and fast. In this session these three elements will be examined, and the methods to evaluate a product development process will be discussed. The outcome desired, is a process capable of delivering a product that meets the marketing window of opportunity at the price point desired to attain the forecasted market share.

Session 3 **Management** **of Product Development** **to Achieve Results**

Thursday, January 27, 2005
7:30-10:30 AM

Objectives:

- *Learn to apply the market windows of opportunity to process timing*
- *Define benchmarks for product development (STAGEGATE)*
- *Learn to manage to the timeline...continue or kill projects*
- *Understand the importance of a market introduction strategy*

Focus:

Once the product development process is implemented, there exists a need to evaluate the progress, deal with developmental hurdles and keep the process on the timeline. The use of a method like STAGEGATE provides the structure for decision points along the developmental pathway. This includes specific criteria to be met for the project to continue and is an essential element in the management of product development.