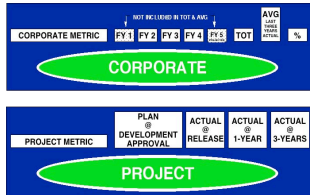


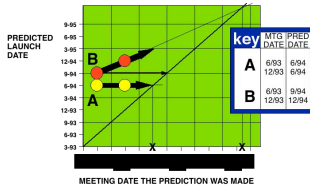


# Product Development Metrics Summit

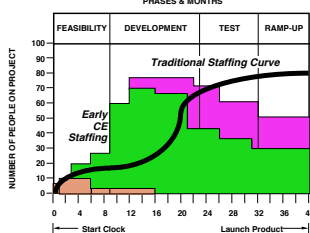
## Sample Charts Corporate vs. Project Metrics



## Predictive Dynamic Time to Market



## Project Staffing Speed



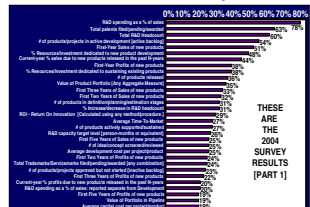
## Scorecard Dashboard



## Linked Metrics Portfolio

	CORPORATION	Pure CORP LVL	Related To CORP LVL
E			
X			
E			
R			
C			
I			
S			
E			

## R&D Metrics Used In Industry



## R&D Performance Through Metrics

- The Summit Is A Series Of Three Comprehensive Metrics Seminars -

### MPD II

Learn advanced techniques and methods for measuring projects, functions and overall R&D performance.

### PPRD

Create meaningful, forward-looking R&D metrics early in the product development process to predict future outcomes.

### PDMP

Assemble a best practice portfolio of metrics to measure your R&D organization.

## Product Development Metrics - Three Workshops May 10-12, 2011, at Four Points Sheraton - Boston (Norwood) , MA

### Who should attend these seminars.....?

- ◆ Members of the **executive team** - Presidents and VPs, General Managers of profit centers.
- ◆ **Managers and leaders** in new product design and research and development - Heads of functional departments, project managers and team leaders, marketing and product planners, all New Product Leaders.

### Key Benefits:

*Learn how to define, develop and deploy a customized set of metrics for the profit-driven R&D function of your company,*

*Learn and adopt the leading practices to measure and help improve your product development performance,*

*Integrate your metrics into a portfolio that represents what is important in your company and,*

*Focus on your opportunities to create a more effective product development environment.*

Goldense Group, Inc.  
1346 South Street  
Needham, MA 02492  
www.goldensgroupinc.com

Phone 781-444-5400  
Fax 781-444-5475

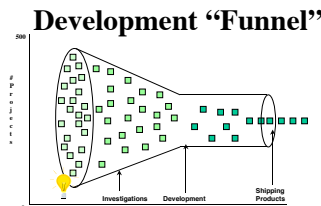


# Product Development Metrics Summit

GGI has regularly offered seminars at various levels of product development metrics maturity, usually as an adjunct to a conference on product development or metrics. Never before has there been a cost-effective means to learn about metrics with a focus on applying that learning directly to company needs. This intensive aggregation of seminars provides an opportunity for practitioners of every level of metrics maturity. MPD II is perfect for those professionals first dipping their toes into the metrics waters to grasp the importance of R&D metrics to business success and the process of developing and using a customized set of metrics for their firm.

For the more advanced practitioners the courses provide an opportunity to fine tune their application of metrics for improved performance as well as the ultimate goal of crafting an integrated system of metrics, woven together into a portfolio, that will tie teams, functions and departments together, directly linking to corporate goals and objectives.

Each participant will receive a coursebook for the seminars they attend, as well as a discounted opportunity to purchase an electronic version for company-wide use. The coursebooks alone retail from \$316-\$695 on GGI's web site.



*"Very well presented. You've generated great interest in metrics for my department and company. They will be pursued."*

- Danny Bunn

Manager, Performance Engineering  
Brenco, Inc.

*"Allowed me to move thinking from tactical to strategic. Forward-thinking perspective!"*

- Robert Pittman

Senior Product Manager, Oracle

## Measuring Product Development II [MPD II] - DAY 1

### MPD II Focuses on:

- ✓ Pipeline & Capacity Management
- ✓ Hurdle Rates
- ✓ Trade-off Analysis
- ✓ Break-Even Time (BET) & Time-to-Profit (TTP)
- ✓ Risk & Complexity
- ✓ Planning, Proactive & Predictive Metrics
- ✓ Assembling a set of Metrics for R&D

*"One of the most knowledgeable on engineering metrics/measuring systems that I have come across. A visionary in this important field."*

- Joe Kushuba

Manager, Business Planning  
GM Powertrain Group

*"Useful insight into best practices in R&D Process."*

- Paulene Duong  
Analyst, Allergan

GGI's renowned MPD Seminar has been significantly enhanced to reflect the more advanced state of metrics practice that now exists. Developed for second year students of Tufts University Master of Engineering Management program, it is made available to the public for the first time ever during the September Metrics Summit. The seminar describes advanced techniques and processes for those areas of product development that are hardest to measure but deliver the most value by measuring them. It covers enterprise-level front-end processes, such as loading the product development pipeline, hurdle rates, tradeoff analysis, and risk and complexity analysis.

Planning, proactive, and predictive measures are indicators of success for the selected products/projects as they go through development. The seminar provides a framework and method for assembling a set of overall metrics for R&D, and includes case studies and industry examples as well as results from GGI's 4 industry-wide R&D surveys, giving you powerful techniques to measure your product development process.

*"Actionable!"*

- Arginnys Soto

Senior Research Scientist, Church & Dwight



# Product Development Metrics Summit

## Proactive & Predictive R&D Metrics [PPRD] - DAY 2 AM

### PPRD focuses on:

- ✓ Advanced Planning Metrics Frameworks
- ✓ Planning Metrics
- ✓ Corporate vs. Project Metrics
- ✓ Proactive Metrics
- ✓ Predictive Metrics
- ✓ Reactive becoming Planning Metrics

*"Great presentation of implementable tools for a segment of business that has traditionally been nebulous to quantify."*

- Roger Cote

Director of Engineering  
Watts Fluid Air

*"Excellent mind-expanding presentation."*

- Anne Leventry

EVP R&D, Ball Horticultural

The Proactive and Predictive R&D Metrics (PPRD) seminar leads you to understanding and creating meaningful, forward-looking metrics for R&D.

This seminar focuses on metrics that are used at the planning, definition, and early development stages of R&D - the beginning of the product development process - and prior to the existence of a physical prototype, compiled code or a working sample. The scope of discussion will include measures of overall R&D performance in addition to measure for projects and business functions. Proactive and predictive metrics will be defined and their differences will be explained.

The seminar and its accompanying coursebook contains many examples, case studies, and benchmarking data of different types of metrics used in different industries.

*"Excellent understanding of real world challenges for product development."*

- Todd Tjoelker

Engineer  
Benteler Automotive

## Product Development Metrics Portfolio [PDMP] - DAY 2 PM & DAY 3

### PDMP focuses on:

- ✓ Perspectives:
  - Goal Setting
- ✓ Infrastructure:
  - Corporate vs. Project Metrics
  - Proactive vs. Predictive
- ✓ Superstructures: 10-12 areas including:
  - Corporate, Portfolio Mgmt., IP, Capacity, Product, Project, Functional, & X-Func.
- ✓ Portfolios:
  - Sizing; Assembling
  - Implementing

*"Great, comprehensive baseline in metrics."*

- Tom Newell

Senior Director, Program Management  
Advanced Micro Devices [AMD]

The Product Development Metrics Portfolios (PDMP) seminar leads you to an understanding and creation of linked portfolios of metrics for managing the R&D organization overall as well as the projects, functions and improvement initiatives within R&D.

The seminar guides you through GGI's Linked Metrics Portfolio (TM) Method, a powerful, step-by-step methodology to create a linked set of metrics portfolios. We address perspectives on goal setting; and descriptions of infrastructures for corporate vs. project metrics and proactive vs. predictive metrics. Examples are provided for a dozen different metrics structures, such as corporate, capacity management, project team and functional metrics. Details on sizing, assembling and implementing a metrics portfolio are also provided. The **goal** of PDMP is to emerge from the workshop with a set of metrics suitable for managing the R&D organization as an overall entity; and the projects, functions, and improvement initiatives within R&D.

*"Extremely enlightening, very practical, and ahead of the curve. That's where we strive to be!"*

- Leyla Capitelli

Associate Director, Johnson & Johnson



# Product Development Metrics Summit

## Metrics for R&D Leaders!

MetSum12BrochV2 - PAGE 4

### Courses and Schedules

<u>Dates</u>	<u>Title</u>	<u>Single</u>	<u>Team (3+)</u>
May 10-11, 2011,....First 2 Seminars..MPDII and PPRD Only		\$1399	NO TEAM RATES
May 10-12, 2011.....All 3 Seminars...Entire Summit/Workshop		\$1899	\$1645 (per person)

- A block of rooms at favorable rates, that include a full made-to-order breakfast, have been set aside at the conference hotel until **April 8, 2011**, after which they will be released to the general public.
- If scheduling conflicts force a need to cancel, refunds will be available until **April 8, 2011**, after which the full charges will be incurred. There is a 5% service charge on the registered workshop price for all refund transactions.
- The Summit starts at 9:00 AM and runs to 5:00 PM on the first day. Day two starts at 8:30 AM and runs to 5:00 PM. The final day starts at 8:30 AM and runs to 4:00 PM to allow time to travel back to home locations. Each day includes all meeting supplies, complete AM and PM breaks, and an extensive luncheon service.

### Seminar Faculty

**Bradford L. Goldense**, NPDP, CMfgE, CPIM, CCP, [seminar leader] is Founder and CEO of Goldense Group, Inc. [GGI], a nineteen-year old Needham Massachusetts consulting and education firm concentrating in advanced business and technology management practices for line management functions. Mr. Goldense has consulted to over 200 of the Fortune 1000 and has worked on productivity improvement and automation projects in over 500 manufacturing locations in North and South America, Europe, and the Middle East. Abbott Laboratories, Bayer, S.C. Johnson, Ford, General Motors, John Deere, Phillips, Carrier, Molex, United Technologies, Bose, and Shure are representative among GGI's clients. Mr. Goldense is an internationally recognized expert on both rapid product development and R&D metrics. Brad has been an invited guest on Alexander Haig's World Business Review, and has appeared on PBS The Business & Technology Network, and on CNBC, and has authored or been quoted in over 150 articles in industry trade press. Brad is the recent Worldwide President of the Society of Concurrent Product Development [SCPD], and is recently retired from the Worldwide Board of Directors for the American Society of Engineering Management [ASEM]. He was a faculty member in the Masters of Engineering Management Program at The Gordon Institute of Tufts University for twenty years.

**John R. (Dick) Power**, PMP, CFP, [instructor] is Director of Executive Education at GGI. Mr. Power has been practicing in the advanced and new product development and production areas for over 30 years. He is highly experienced in project management of large and complex high technology products from Initial phases through production, distribution and sustaining support. As a US Army Signal Corps Officer, retiring as a Colonel in 1992, he was a leader in acquisition of electronic systems. More recently, Dick worked at GTE (before its merger with Bell Atlantic to form Verizon) as Director of Total Quality for the Government Systems Group and later as Corporate-wide program manager for information security.

### Check Payment

The easiest way to register is to pay by credit card through the GGI's Wisdom iStore at [www.goldensgroupinc.com](http://www.goldensgroupinc.com). If you wish to pay by check please send an email to Dick Power, Dir. Of Exec. Educ: ([john.power@goldensgroupinc.com](mailto:john.power@goldensgroupinc.com)) and we will send you a registration form for completion and registration by standard mail.

Your conference hotel is the **Four Points Sheraton Hotel and Conference Center**, conveniently located on the southbound side of US Route 1 in Norwood, MA (for reservations call 781-769-7900). It is located 22 miles southwest of Boston and easily accessible by rental car or reserved coach. Call Christopher Limo at 781-760-3588 (mention GGI seminar) to reserve a coach for pickup at Logan Airport. The hotel has 100 rooms; mostly standard queen, with a small number of suites or king corners. Rooms are \$130 daily (including an excellent full breakfast buffet). King corner rooms are \$150 and suites \$170 per day. Suites include a small meeting area. Call early to reserve a special room. Mention the "GGI Summit" to assure your room discount. Hotel rooms are blocked for GGI until **April 8, 2011**.

The hotel has an excellent restaurant, One Bistro, that is very popular locally. Complimentary van service is available for any establishment in a five mile radius and there are many excellent choices within walking or courtesy van distance. If enough people are interested, a trip to Boston for an evening can be arranged.