

# Lean Thinking in Front End PD

Web Class begins November 13, 2009

with Katherine Radeka

This web learning experience explores how to use lean thinking in the early stages of product development, from product strategy development through concept evaluation and chartering.

It is best for:

- People who manage strategic marketing and advanced research teams.
- Product development leaders who have direct responsibility for product strategy, portfolio decisions and management reviews.
- Senior researchers and marketing professionals This web learning experience provides an introduction to lean principles, practices and tools for strategy, technology and product development.

Sessions - 8:00 a.m. Pacific / 11 a.m. Eastern /1600 CET

## ☐ November 13, 2009: Lean Strategy, Technology and Product Development

An introduction to lean thinking in the front end of product development, including the flow of knowledge between strategy development, technology development and product development. Learn how they all link together to set up product development programs for success.

## ☐ December 11, 2009: Lean Product Strategy Development

This session examines strategy development through a lean lens to explain how lean product development organizations leverage their unique strengths to maximize customer value.

## ☐ January 8, 2009: Lean Product and Technology Roadmaps

Product and technology roadmaps are the most concrete models that emerge from product strategy. This session covers the relationships between advanced technology development and product development to generate a stream of new products.

## ☐ January 29, 2010: Concept Papers and Lean Program Charters

These two documents set the frame for a successful product development effort. We will examine several different types of concept papers, product proposals and program charters to help teams decide which ones best fit their organizations.

## ☐ February 12, 2010: Voice of the Customer in Early Product Development

Voice of the Customer activities ensure that you know what customer value truly is, but it's hard to get good customer data without a product to react to. This session covers some leading-edge techniques for getting good customer input from the very beginning.

## ☐ March 12, 2010: Lean Concept Evaluation

Learn how convergent decision-making supports rapid concept evaluation, and how concept evaluation flows into the rest of a lean product development program.

## ☐ April 2, 2010: Lean Product Portfolio Management

In this session, we will explain how to set up a lean product portfolio management process, and how to sustain it over time.

## ☐ April 16, 2010: Organizational Structures for Lean Product Development

This session covers the organizational structures that support lean product development the best, and some paths for getting there from several typical starting places. We'll also discuss how to develop and support Chief Engineers in a lean product development organization.

Sign up today at:  
[www.leantechnologydevelopment.com](http://www.leantechnologydevelopment.com)

# Lean Product Development Basics

Web Class begins November 6, 2009

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## About Katherine Radeka

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Katherine Radeka has a rare combination of business acumen, scientific depth and ability to work with people. In the past six years, her consulting firm, Whittier Consulting Group, Inc. has engaged with clients such as Intel, Hewlett-Packard, Buckeye Technologies, The Toro Company, Wells Fargo, Alticor and over fifty other leading organizations.

In 2005, she logged over 11,000 miles driving around the country to research how the best companies got more ROI from product development. In 2007, she founded the Lean Product & Process Development Exchange, a nonprofit organization to promote the use of lean thinking to improve ROI from product development.

She is a regular speaker for the Product Development Management Association and the Association for Manufacturing Excellence. Her articles regularly appear in PDMA's magazine, Visions, where she is the most frequently featured cover author in the last three years. She was recently inducted into the Million Dollar Consultant® Hall of Fame, one of only twenty consultants worldwide recognized for her client results, integrity, business growth and personal development.

Katherine has climbed seven of the ten tallest peaks in the Cascades and spent ten days alone on the Pacific Crest Trail until an encounter with a bear convinced her that she needed a change in strategic direction.

## Registration Information

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Individual Registration: \$695 per person.

### Group Memberships:

We offer group discounts for teams of three or more from the same organization, and company-wide licenses to give everyone access to the materials. For options and pricing, call us at (206) 274-6179.

### Private Sessions

This web class is available for teams of at least 10 who want to run through the class as a private group.

### Format

- Katherine will conduct each live session personally.
- Each session will be recorded. The recorded session with the slides will be distributed to the participants via a class web site.
- There will be homework assignments between each session, to provide real-time practice with the lean tools.
- Katherine is available via email to answer questions and troubleshoot the homework assignments.

## Registration Form

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Register online at: [www.leanotechnologydevelopment.com](http://www.leanotechnologydevelopment.com) or fax the form below to: (360) 696-9051.

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Company: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_ Payment Authorization:  
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Payment Type: \_\_\_ Visa \_\_\_ M/C \_\_\_ AmEx \_\_\_ Discover

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_ Card #: \_\_\_\_\_

Country: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ / \_\_\_\_\_  
(month) / (year)