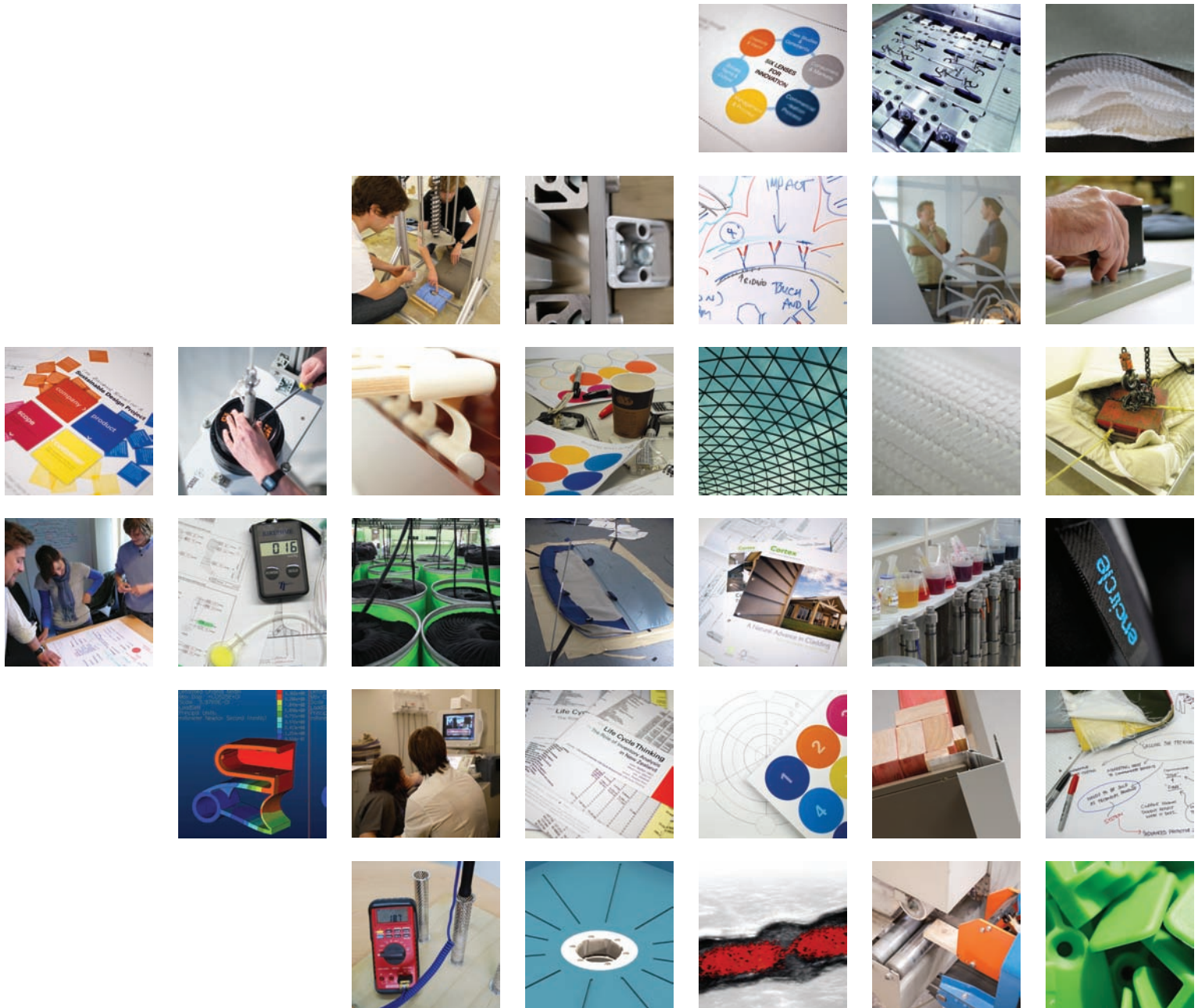


# The Art of Product Development

A Three Part Workshop Series



# The Art of Product Development

**The Art of Product Development is a three part capability development workshop series designed to help companies become better at developing new products and delivering them to market.**

Locus Research is a product development company based in New Zealand. For over ten years Locus has been helping companies innovate.









This workshop series is for start-ups, SMEs or large corporate organisations. Whether you're pre-market, in launch mode or post launch and seeking to grow. The Art of Product Development takes you inside Locus's award winning integrated development approach which helps generate new insight driven products that create real impact.

Identifying Winning Products (Workshop 1) explores the key reasons why you need to innovate. This workshop shows you the value and power of research to identify new insights, ideas, and opportunities. It will help you identify winning products early on and set up research and development (R&D) projects for success.

Successful Product Development (Workshop 2) shows you why an effective product development process is your company's most valuable asset. Locus will teach you to manage dynamic new product development programmes from idea to final product more quickly and easily when the odds are stacked against you.

Creating Market Value (Workshop 3) provides a framework for how to commercialise new ideas successfully. This third workshop teaches you the fundamentals of commercialisation, portfolio planning, and innovation strategy. It helps you to plan your commercialisation strategy, create attention, engage the market and perfect your entry.

## Three Interactive Workshops

 <b>WORKSHOP 1: Identifying Winning Products</b> <ul style="list-style-type: none"><li>→ The reasons why you need to innovate</li><li>→ How to identify winning products</li><li>→ Set up your projects for success</li><li>→ What it takes to make the leap</li></ul>		<b>The Value of Research &amp; Ideation</b>  Session Length: 1 day Full cost: \$2,400 <b>with voucher: \$1,200</b>
 <b>WORKSHOP 2: Successful Product Development</b> <ul style="list-style-type: none"><li>→ Managing dynamic product development</li><li>→ Mechanics of research and development (R&amp;D)</li><li>→ The Innovation Toolbox</li><li>→ Product development processes</li></ul>		<b>Managing Innovation from Idea to Final Product</b>  Session Length: 1 day Full cost: \$2,400 <b>with voucher: \$1,200</b>
 <b>WORKSHOP 3: Creating Market Value</b> <ul style="list-style-type: none"><li>→ Charting your commercialisation strategy</li><li>→ Assets and tool suite to enable commercialisation</li><li>→ Innovation strategy and portfolio planning</li><li>→ Staying ahead of the game</li></ul>		<b>The Fundamentals of Commercialisation</b>  Session Length: 2 days Full cost: \$4,800 <b>with voucher: \$2,400</b>
 <b>COMBINED THREE PART WORKSHOP SERIES</b> <ul style="list-style-type: none"><li>→ WORKSHOP 1: Identifying Winning Products</li><li>→ WORKSHOP 2: Successful Product Development</li><li>→ WORKSHOP 3: Creating Market Value</li></ul>		<b>The Art of Product Development</b>  Session Length: 4 days Full cost: \$9,600 <b>with voucher: \$4,800</b>



## Build Your Product Development Capability

Each workshop consists of a series of presentations followed by team workshop sessions designed to enable your company to become more successful in developing and delivering new products to market. You can participate in all three workshops in the series or elect to attend a specific workshop which best suits your individual needs. Workshops are run by Locus at your company or at their head office in Mount Maunganui, and the cost of each workshop includes up to five members from your company.

### WORKSHOP 1: Identifying Winning Products

#### Part 1: Innovate or Die

- Why innovation is important
- An overview of the product development process
- Research techniques (observational, living lab, core user studies, etc.)
- How to convert research into insights and ideas

#### Part 2: Interactive Worksheet Exercise

- Start a brief for your new project

#### Part 3: Take the Leap

- Great insights into great ideas
- Team Culture
- 'Product Development Specification' Structure

#### Part 4: Interactive Worksheet Exercise

- Create a pitch for your project

#### OUTCOME:

Your team set up to innovate

### WORKSHOP 2: Successful Product Development

#### Part 1: Dynamic Product Development

- The product development process
- Innovative methodologies
- Understanding and managing risks

#### Part 2: Interactive Worksheet Exercise

- Create a structure for your project

#### Part 3: The Innovation Toolbox

- Management tools
- Ideation techniques
- Visualisation, prototyping and evaluation

#### Part 4: Interactive Worksheet Exercise

- Use the techniques and assess which tools to use when/where

#### OUTCOME:

A basic structure for your project

### WORKSHOP 3: Creating Market Value

#### Part 1: Traverse the Valley of Death

- What is commercialisation
- Common pitfalls and how to prepare for these
- How to plan and implement your commercialisation
- Investment and capital

#### Part 2: Interactive Worksheet Exercise

- Create a commercialisation plan

#### Part 3: Stay Ahead of the Game

- Portfolio planning
- Innovation strategy

#### Part 4: Interactive Worksheet Exercise

- Create an innovation strategy

#### OUTCOME:

A clear roadmap for success

# Master the Art of Product Development

## Why Attend?

These workshops will help you to:

### WORKSHOP 1

- Set up new projects for success
- Determine whether your project is a winner
- Identify new insights and opportunities

### WORKSHOP 2

- Map, plan and manage your development
- Anticipate issues and barriers before they arise
- Learn new innovation tools to help you succeed

### WORKSHOP 3

- Commercialise your ideas and R&D
- Map your route to market and prepare for launch
- Set your broader innovation strategy

## Who should attend?

Individuals and companies should attend these workshops if you:

- Are developing new products or services
- Have a product and want to enter new markets
- Are unsure where to start or how to start
- Have started a project but need support
- Want to become more innovative
- Are new to product development
- Have a poor track record at developing new product

## NZTE Capability Development Voucher

Locus Research is an accredited Capability Development Provider and your business may be eligible for an NZTE Capability Development Voucher, which could contribute up to 50% of the cost of the workshops.

Businesses need to have fewer than 50 full-time employees, be registered for GST in New Zealand and operating in a commercial environment, must be privately owned or a Maori Trust, and be committed and capable of growth to be eligible.

If your business is eligible, contact Locus Research or your Regional Business Advisor or R&D Advisor to get started.

## 1. Select Workshops

- Tick     **COMBINED WORKSHOP SET  
All Three Workshops**
- Tick   **WORKSHOP 1:  
Identifying Winning Products**
- Tick   **WORKSHOP 2:  
Successful Product Development**
- Tick   **WORKSHOP 3:  
Creating Market Value**

If you have the aspiration, opportunity, and ability to grow, we want to talk to you about how we can support your business to develop innovative new products and services.

## 2. Contact Locus Research

**We will do the rest.**

Call us on 07 571 5007 or email [enquiries@locusresearch.com](mailto:enquiries@locusresearch.com)

We can schedule and customise the workshop(s) to your needs anywhere in New Zealand. We can also help liaise with your local NZTE regional partner to see if you qualify for the capability development vouchers.



Visit: <http://www.locusresearch.com>

Our Locations: Studio Mauao, 4a Grove Ave, Mt Maunganui 3116 | Studio Six Bee, 6b Ponsonby Rd, Auckland 1011

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Original Product Development

