

The Industry Research & Development Group (IRDG) is delighted to bring to Ireland

Ronald Mascitelli PMP, President, Technology Perspectives

to deliver a series of nationwide workshops on

Mastering Lean Product Development

This workshop provides a practical, step-by-step methodology for integrating the powerful waste-eliminating tools of lean product development into any innovation process.

- The approach focuses on the elimination of waste in all facets of the innovation process, from the initial selection and prioritization of development projects, right through to the commercialisation of every new product.
- Learning can be applied to all types of products, in both manufacturing and service environments, and to all stages of business maturity.
- Suitable for those in leadership and managerial roles who work cross-functionally on Product, Process and Service Development, e.g. roles in R&D, Technical, Design, Finance, Marketing, Operations, Engineering, etc.

Participants will get:

- The insight and unique experience of this leading international expert on this specialised topic
- Comprehensive hardback folder with all of Ron's workshop slides for note-taking
- Complimentary copy of Ron's latest book "[Mastering Lean Product Development](#)"
- Exclusive opportunity to follow up with Ron via indepth webinars in June & September to discuss progress, ask questions and help put the learning into practice
- Invitation for IRDG members to participate in a Special Interest Group dedicated to Lean Product Development to continue progress in this area

CORK
May 20th

GALWAY
May 21st

DUBLIN
May 22nd

For further information and booking please visit www.irdg.ie
or contact Mary Byrne at mary.byrne@irdg.ie | Phone **01-2374671** or **087-6501215**

This event is supported by Enterprise Ireland



Mastering Lean Product Development

Ronald Mascitelli

PMP, President, Technology Perspectives

A Practical Implementation Workshop (1-Day)

Course Description

This Mastering Lean Product Development Workshop provides a step-by-step methodology for integrating the powerful waste-eliminating tools of lean product development into any innovation process.

In the current economic climate, doing more with less is a mandate for virtually any firm, particularly with respect to new product introductions. Unfortunately, much of the effort expended by product development teams is often unnecessary and potentially wasteful. In many cases, less than half of a team member's work day is actually spent creating value for their customers, and profits for their companies. Firms that have embraced the practical, waste-eliminating methods of Lean Product Development have reported up to 50 percent reduction in launch schedules, dramatic improvements in gross margin, and enhanced customer satisfaction.

This workshop is based on the recently published book *Mastering Lean Product Development*, by Ronald Mascitelli, and is presented by the author.

Participants will take away a practical plan for executing a real-world development project in less time, with higher margins, and with enhanced quality and customer value. Specific topics include:

- How to energize your current development process through an event-driven, highly collaborative design methodology.
- A powerful new tool for connecting the voice-of-the-customer directly to product requirements.
- Identifying and mitigating risks to cost, schedule, and quality.
- Managing resource capacity in a multi-project environment.
- Lean Scheduling and constraint (bottleneck) management
- The LPD Visual Workflow Management System
- Enhancing productivity through Time-Slicing and Visual Communication.

Upon completing this course, participants should be able to:

1. Dramatically accelerate the development of high-value new products.
2. Reduce product cost through Toyota-based innovation and process preparation techniques.
3. Improve the quality and efficiency of customer / team / management communication.
4. Maximize the productivity of scarce human and capital resources.
5. Develop a culture of discipline, value-focus, and intolerance of waste.

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Who Should Attend

As this workshop is designed to generate a more efficient Product Development process, it is highly relevant to all roles involved in Product, Process or Service Development, either on a full- or part-time basis.

This includes not only those in R&D, but also Marketing, Operations, Finance, Engineering, IT, Technical etc. (e.g. R&D managers, product-line managers, team leaders, functional managers, six-sigma blackbelts / greenbelts, improvement champions, operations and engineering managers, process owners, design engineers, and all others with product development responsibilities.)

It is recommended that companies send a number of participants if possible.

Course Outline

I. Introduction

- Introduction to Lean Product Development
- Foundations for a Lean Development Process

II. A Sampling of LPD Events and Tools

i) The Lean Workflow Management Process

- The Visual Project Board
- The Wall Gantt
- Stand-up Coordination Meetings
- Time-Slicing and "Project Time"

ii) Event #1 – The Market Requirements Event

- Structure of Event
- The Market Requirements Brief
- The Market Positioning Statement
- Market Differentiation Tool
- Lean Voice-of-the-Customer Tool
- Prioritization of Features and Requirements
- Exercise

iii) Event #2 – The Project Planning and Risk Mitigation Event

- Structure of Event
- Scoping of the Project
- Collaborative Project Planning
- Developing a Resource / Capacity Plan
- Identifying and Prioritizing Project Risks
- Risk Mitigation Strategies
- Exercise

III. Notes on Implementation

Post Workshop

As part of the workshop fee participants will have the unique opportunity to participate in 2 follow up group webinars with **Ron Mascitelli** to discuss how they are implementing what they learned and to address any questions or concerns.

A Special Interest Group will also be established within the IRDG for those members who wish to network and support each other on this topic specifically.



About the Instructor Ronald Mascitelli, PMP

Ronald Mascitelli, PMP (Project Management Professional, MS Solid State Physics, University of California, Los Angeles; BA Physics / Applied Mathematics, California State University, Fullerton) is the Founder and President of Technology Perspectives. Mr. Mascitelli is a recognized leader in the development of advanced methods for project management and product development, with an emphasis on eliminating non-value-added waste, maximizing team productivity, and enhancing profitability.

He currently presents his proprietary workshops and seminars internationally to public audiences, and has created company-specific training and deployment programs for a over one hundred leading firms, including Lockheed-Martin, The Volvo Group, Boston Scientific, Adidas, Intel, Boeing, Parker-Hannifin, Emerson, Siemens, Briggs & Stratton, Delta Faucet, and Rockwell Automation / Allen-Bradley.

Mr. Mascitelli served as both Senior Scientist and Director of Research and Development for Hughes Electronics and the Santa Barbara Research Center. Since founding Technology Perspectives in 1994, Mr. Mascitelli has published over twenty papers and technical articles in major journals, including the International Journal of Technology Management and The Journal of Product Innovation Management, and is a contributing author for IEEE's Technology Management Handbook. Mr. Mascitelli is the author of five books, including the critically acclaimed Building a Project-Driven Enterprise, The Lean Design Guidebook, The Lean Product Development Guidebook, and Mastering Lean Product Development.

**EARLY BIRD
SPECIAL**

*closes 22nd March

MEMBERS €245pp **NON-MEMBERS €395pp**

**NORMAL
RATE**

*from 23rd March

MEMBERS €345pp for first booking, €295 for subsequent bookings

NON-MEMBERS €495pp for first booking, €445 for subsequent bookings

Please note:

- Bookings will be confirmed on receipt of full payment or Purchase Order number only. Provisional bookings will be held until that time.
- Participants must have fully paid prior to attending the workshop.
- The early bird discount is available until the 22nd March only. To qualify for the early bird discount, both the booking and payment/PO must be received prior to the expiry date of the early bird offer.
- To qualify for the reduced rate for the second person or more, all parties to the booking must be employees of the same company.

Why Learn Lean Methodologies? Lean was introduced to help startups with the rapid pace of development so familiar with modern production. Eric Ries, the author of Lean Startup, was one of the first advisors to build this type of product strategy, directing startups to focus on value-creating processes and eliminate wasteful ones. Learning Lean gives you an advantage over traditional product managers because the product roadmap for organizations, and particularly startups, is shorter and less complicated. Lean product management requires focused user-testing to create minimum viable products be Mastering Lean Product Development: A Practical, Event-Driven Process for Maximizing Speed, Profits, and Quality Hardcover " February 15, 2011. by. Ronald Mascitelli (Author). Mastering Lean Product Development represents the definitive roadmap to achieving breakthroughs in speed, efficiency, and customer value for any firm engaged in new product development. Read more. See all Editorial Reviews. Lean Product Development (LPD): Lean product development uses the lean principles of innovation, shortening development time, and redevelopment cycles, and employs low development costs, low production cycles, and low production costs to develop new products. Allen Ward, who wrote Lean Product and Process Development states that Lean principles increase innovation by a factor of ten, and increase the introduction of new products by 400 to 500 percent. Lean divides new product development into what customers wish for, want, and need. Design for Six Sigma (DFSS): DFSS is a process management tec