

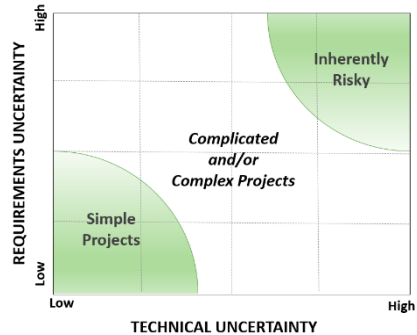


Teresa Jurgens-Kowal, PhD

TAMING THE WILD

Product Development as a Risk Management Strategy

Product Development Risk Framework



- Simple Projects = Traditional **Waterfall** Execution
- Exploratory R&D = Pure **Agile** / Scientific Method
- Complicated & Complex Projects = **Hybrid NPD Processes**

NOTES:

Strategic Risks in Product Development

Risk Factor	Examples	Additional Notes
1-Customer	Wholesale vs. Retail Global vs. Local Distribution	
2-Financial	Low-Price, High Volume Premium Pricing, Differentiated	
3-Technical	Make vs. Buy Value of Intellectual Property	
4-Teams	Team Maturity and Trust Autonomy and Culture	

How To Choose A Hybrid Waterfall-Agile Process for New Product Development

Strategic Risk Factor	WAGILE <i>New Innovation</i>			Lean NPD <i>Cost Efficiency</i>			My Organization <i>Strategy</i> _____		
	High	Medium	Low	High	Medium	Low	High	Medium	Low
Customer Interactions	<input checked="" type="checkbox"/>								<input checked="" type="checkbox"/>
Financial Strength		<input checked="" type="checkbox"/>							<input checked="" type="checkbox"/>
Technical Depth	<input checked="" type="checkbox"/>								<input checked="" type="checkbox"/>
Team Trust and Maturity		<input checked="" type="checkbox"/>							<input checked="" type="checkbox"/>





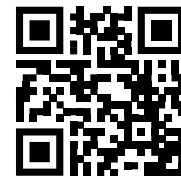
Teresa Jurgens-Kowal, PhD

Designing a Hybrid Product Development Process

Have you *tried Agile for product development* but found that it was just a different set of *bureaucratic rituals and reports*? Or do you find yourself in *meeting after meeting* with managers seeking consensus, yet the development *projects languish* without concise, customer-driven decisions? Are your *competitors beating you to market* in both speed and quality? Is your *firm's strategy inconsistent* with how you design and develop new products? Is your project management state-of-the-art but your *products are copycat*?

If you answered “yes” to any of the questions, you **must** attend the **Hybrid Approaches to New Product Development (NPD)** course by *Global NP Solutions*. You will learn how to adapt your NPD system to:

- Improve speed-to-market,
- Increase cross-functional team collaboration,
- Enhance customer satisfaction, and
- Boost new product revenues.



When and Where:

The course is held online for six weekly sessions (11:30 am-1 pm CST), starting Tuesday, 24 January 2023. Register before 30 November 2022 and save \$50.

Register Now: <https://simple-pdh.com/product/designing-a-hybrid-product-development-process/>

Contact Teresa for Customized Product Development and Product Management Coaching

