

Stage-Gate® Innovation Summit '08



A powerful exchange and collaboration of cutting-edge ideas, solutions, experiences and free-flowing discussions with industry's best and brightest innovation leaders

SUMMIT CO-CHAIRS



Dr. Robert G. Cooper, father of Stage-Gate®; author of best-selling *Winning at New Products, 3rd Edition* and *Lean, Rapid and Profitable New Product Development*; recently named "The World's Top Innovation Management Scholar" (*JPIM, May 2007*)



Dr. Scott J. Edgett, world expert in the field of product innovation; co-author of *Portfolio Management for New Products, 2nd Edition*; named among "The World's Top Ten Innovation Management Scholars" (*JPIM, May 2007*)

FEBRUARY 26-27, 2008



SHERATON SAND KEY
RESORT
CLEARWATER, FLORIDA

PRESENTATIONS BY INNOVATION CHAMPIONS FROM THESE LEADING COMPANIES

- **Ansell Healthcare** – Larry DelPrincipe, Winner, Stage-Gate® Innovation Summit '07 Storyboard Presentation
- **BEHR Process Corporation** – Dr. Dale McIntyre, VP NPD
- **D. Swarovski & Company** – Johannes Erler, VP, Innovation/Crystal Business
- **Donaldson Company** – Dr. Debra Wilfong, VP and Chief Technology Officer
- **InterMetro (An Emerson Electric Company)** – Jack Welsch, VP Product Development
- **Owens Corning** – Dr. David Mirth, VP Innovation
- **Parker Hannifin Corporation** – Craig Maxwell, Chief Technology Officer
- **Timex Corporation** – Bernd Becker, Senior VP Product Development and Innovation



REGISTER TODAY! ♦ Event is strictly limited to 100 industry practitioners

Don't be disappointed ♦ This event SOLD OUT quickly last year! ♦ www.stage-gate.com

FEBRUARY 26-27, 2008

SHERATON SAND

KEY RESORT

CLEARWATER, FLORIDA

Stage-Gate® Innovation Summit '08



Dear Innovation Colleague:

Summit '08 is rapidly approaching and we are looking forward to another great event! Topping last year's Summit will be tough, but we set a goal to do just that and the early event registration and customer feedback tell us we are well on our way.

This year we've seen companies 'push the envelope' in a variety of creative ways to achieve business results from their innovation efforts. These top performing companies have not looked to adopt the latest trends and fads for fast results. Rather, they looked internally for answers. As one executive put it "*...our innovation system is our most important competitive advantage. We are dedicated to preserving what works and motivated to fix what doesn't. This means fully understanding our strengths and weaknesses...*".

For top performing companies like Ansell Healthcare, BEHR Process Corporation, D. Swarovski & Company, Donaldson Company, InterMetro (an Emerson Electric Company), Owens Corning, Parker Hannifin Corporation and Timex Corporation, internal self-assessments have led to powerful improvements to their innovation programs and in turn, their performance. We have hand-selected eight innovation leaders from these companies to share their inspiring stories and practical advice. We guarantee you will get tremendous value by listening to their experiences.

Please join us for a powerful exchange of cutting-edge ideas and free-flowing discussion with industry's best and brightest innovation leaders. At Summit '08, we will share real case studies on topics you told us were critical to you:

- ◆ **Best Practice Stage-Gate Models** of recent adopters and veteran companies: How they differ and how they are evolving
- ◆ **Stellar Idea Generation Programs** of two best-in-class companies: What works!
- ◆ **Successful Change Management Programs** to engrain key Stage-Gate principles into the fabric of an organization's culture: Examples of four very different cultures
- ◆ **Portfolio Management & Project Prioritization Models** with practical links to Gates
- ◆ **Interactive Workshops:** *When to Automate Your Innovation Processes* and *How to Engage Gatekeepers*
- ◆ and much, much more!

So mark your calendars for this exciting event and join our growing network of Innovation Champions. We look forward to seeing you at the beautiful Sand Key Resort in Clearwater, Florida this February.

Best regards,

Bob Cooper

Scott Edgett

P.S. Your satisfaction is our personal guarantee!

Pushing the Envelope — Getting Better Results from Innovation

WHO SHOULD ATTEND

The Stage-Gate® Innovation Summit is a unique opportunity to meet with innovation leaders and Stage-Gate Best Practice Champions, all of whom share a common quest — to get better results from innovation. Exchange ideas and learn from this high caliber faculty and user group. The Summit will be of most value to Vice Presidents, Directors and Senior Managers of R&D, Product Innovation, Marketing, Product Engineering, Business Development and Business Process Improvement from all industries, company sizes and experience levels.

BREAKDOWN OF REGISTERED DELEGATES TO THE 2008 STAGE-GATE SUMMIT TO DATE

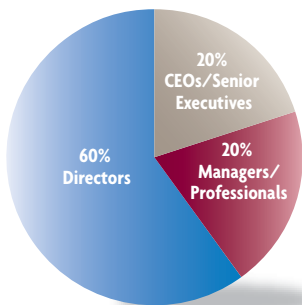


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8 KEY DELIVERABLES

- 1** Exclusive insight into Stage-Gate best practices of top performers across multiple industries — case presentations by Ansell Healthcare • BEHR Process Corporation (a Masco Company) • D. Swarovski & Company • Donaldson Company • InterMetro (An Emerson Electric Company) • Owens Corning • Parker Hannifin Corporation • Timex Corporation
- 2** A new network of industry leaders with whom to exchange ideas, solutions and experiences. Formal and informal networking activities, including an evening social reception
- 3** Professionally facilitated, interactive workshops focused on two critical innovation dilemmas: Getting Gates Right and When to Automate your Innovation Processes
- 4** Trends and forward predictions as delivered by Summit Co-Chairs and Keynote Speakers, Dr. Robert G. Cooper and Dr. Scott J. Edgett
- 5** Personal advice from Dr. Cooper, Dr. Edgett, Guest Speakers and Stage-Gate Inc.'s Innovation Specialists — how to solve some of your toughest challenges
- 6** Innovation Leaders' Panel Discussion focused specifically on answering your questions and challenges
- 7** Executive summaries of real-life innovation case studies — The Stage-Gate® Storyboard Poster Series
- 8** Full set of reference materials and an executive summary capturing key learnings to share with others upon return to your company

SUMMIT AGENDA • FEBRUARY 26-27, 2008

TUESDAY • FEBRUARY 26 CONFERENCE DAY ONE

- 7:30 – 8:30** Registration and Networking Breakfast
- 8:30 – 8:45** Welcome and Introduction
- 8:45 – 9:45** **Keynote Address: UNCOVERING YOUR INNOVATION POTENTIAL — TOP 10 ACTIONS TO DRIVE BETTER INNOVATION RESULTS**
Dr. Robert G. Cooper, World-Renowned Authority on Product Innovation and Creator of Stage-Gate®
- 9:45 – 10:30** **FROM GOOD TO GREAT: OWENS CORNING'S NEVER-ENDING QUEST FOR BETTER INNOVATION RESULTS**
Dr. David Mirth, Vice President Innovation, Owens Corning Corporation
- 10:30 – 11:00** Refreshments, Networking Break and Storyboard Showcase
- 11:00 – 11:45** **THE PROCESS OF RESEARCHING AND IMPLEMENTING A NEW BUSINESS MODEL FOR GROWTH**
Dr. Debra Wilfong, Vice President and Chief Technology Officer, Donaldson Company Inc.
- 11:45 – 12:00** Review of Morning Presentations: Open Q&A with Dr. Cooper
- 12:00 – 1:00** Networking Luncheon and Storyboard Showcase
- 1:00 – 1:45** **HOW BEHR SUCCEEDED IMPLEMENTING STAGE-GATE INTO A FAST-PACED, ENTREPRENEURIAL CULTURE**
Dr. Dale McIntyre, Vice President New Product Development, BEHR Process Corporation (a Masco Company)
- 1:45 – 2:30** **SUSTAINING INNOVATION RESULTS: 30 YEARS OF EVOLUTION WITH A WORLD-CLASS INNOVATION PROGRAM**, Jack Welsch, Vice President Product Development, *InterMetro (an Emerson Electric Company)*
- 2:30 – 3:00** Refreshments, Networking Break and Storyboard Showcase
- 3:00 – 4:00** **Innovation Leaders Panel Discussion: 'TOP TRENDS & PRIORITIES FOR 2008'**
- 4:00 – 4:30** Review of Afternoon Presentations: Open Q&A with Dr. Edgett
- 5:15 – 6:30** Evening Networking Session and Presentation to Winning Storyboard

WEDNESDAY • FEBRUARY 27 CONFERENCE DAY TWO

- 7:30 – 8:30** Networking Breakfast
- 8:30 – 8:45** Reflections from Day One: Dr. Edgett
- 8:45 – 9:45** **Keynote Address: DISCIPLINED CREATIVITY — THE TOP FIVE BEST WAYS TO GENERATE BETTER NEW PRODUCT IDEAS**
Dr. Scott J. Edgett, World-Renowned Authority on Product Innovation & Pioneer of Portfolio Management for New Products
- 9:45 – 10:30** **STRATEGIC APPROACH TO DRIVING BREAKTHROUGH NEW PRODUCTS**, Craig Maxwell, Corporate Vice President of Technology & Innovation, *Parker Hannifin Corporation*
- 10:30 – 11:00** Refreshments, Networking Break and Storyboard Showcase
- 11:00 – 11:45** **A BRILLIANT NEW PRODUCT IDEA GENERATION PROGRAM: SWAROVSKI'S I-LAB STORY**
Johannes Erler, Vice President Innovation/Crystal Business, D. Swarovski & Company
- 11:45 – 12:00** Review of Morning Presentations: Open Q&A with Dr. Edgett
- 12:00 – 1:00** Networking Luncheon and Storyboard Showcase
-
- THE AUTOMATION DEBATE—TRACK I**
- 1:00 – 2:00** **Workshop: WHEN TO AUTOMATE YOUR INNOVATION PROCESSES**, Dr. Ken Huskins, *Stage-Gate Inc.*
- 2:00 – 2:45** **REACHING A GLOBAL INNOVATION ORGANIZATION: ANSELL'S AUTOMATED STAGE-GATE SYSTEM**
Larry DelPrincipe, Winner of Summit '07 Storyboard Presentation, Ansell Healthcare
-
- THE GATE DEBATE—TRACK II**
- 1:00 – 2:00** **Workshop: MAKE BETTER PROJECT SELECTION DECISIONS**, Michael Wiebe, *Stage-Gate Inc.*
- 2:00 – 2:45** **TIMEX CORPORATION'S BIG WIN: TOUGH DECISIONS TO REJUVENATE A NPD PORTFOLIO**
Bernd Becker, Senior Vice President, Product Development & Innovation, Timex Corporation
-
- 2:45 – 3:15** Refreshments, Networking Break and Storyboard Showcase
- 3:15 – 4:15** **Innovation Leaders Panel Discussion: 'CREATING AN INNOVATIVE CULTURE/CLIMATE'**
- 4:15 – 4:30** Review of Afternoon Workshops: Open Q&A with Dr. Cooper and Closing Remarks



KEYNOTE PRESENTATIONS

Tuesday, February 26

8:45 - 9:45am

UNCOVERING YOUR INNOVATION POTENTIAL — TOP 10 ACTIONS TO DRIVE BETTER INNOVATION RESULTS



Dr. Robert G. Cooper
SUMMIT CO-CHAIR

father of Stage-Gate®; author of best-selling *Winning at New Products, 3rd Edition* and *Lean, Rapid and Profitable New Product Development*; recently named “The World’s Top Innovation Management Scholar” (*JPIM, May 2007*)

New products are engines to growth and profitability for many organizations. The pace at which the top performing companies are introducing new innovation management methods to remain competitive is impressive. What separates the winners from the losers? The further along the Stage-Gate® Maturity Model the company is, the better their results. Dr. Cooper introduces the Stage-Gate® Maturity Model and explains why it is an excellent tool for organizations looking to better understand their innovation potential. He will also comment on how some of the world’s most admired companies fit within the model and the top 10 actions they took to help them achieve better innovation results.

Wednesday, February 27

8:45 - 9:45am

DISCIPLINED CREATIVITY — THE TOP FIVE BEST WAYS TO GENERATE BETTER NEW PRODUCT IDEAS



Dr. Scott J. Edgett
SUMMIT CO-CHAIR

world expert in the field of product innovation; co-author of *Portfolio Management for New Products, 2nd Edition*; named among “The World’s Top Ten Innovation Management Scholars” (*JPIM, May 2007*)

One of the greatest challenges faced by innovation executives today is a real shortage of game-changing ideas for new products. In their recent studies, Cooper and Edgett discovered that very few companies — less than 25% — had robust, structured processes in place to generate a steady stream of high quality product ideas to feed into their idea-to-launch processes. Companies that implemented disciplined processes and which focused their efforts on a few but excellently executed idea generation techniques yielded enviable success rates. Dr. Edgett unveils the top five methods companies use to generate game-changing ideas and shares tips on how these organizations execute these techniques so well.

“Dr. Robert G. Cooper and Dr. Scott Edgett have been ‘leading the way’ in the field of NPD for some time now — we look forward to their high impact presentations. ISBM’s Membership is comprised of some of the worlds’ most admired companies looking for cutting edge insights and guidance on business issues. It is critical that we deliver the world’s foremost thought leaders to our membership — Cooper and Edgett are among the quintessential leaders in this field and who we turn to first.”

Ralph A. Oliva, Executive Director, Institute for the Study of Business Markets
Professor of Marketing, Smeal College of Business, Penn State University



CASE PRESENTATIONS

FROM GOOD TO GREAT: OWENS CORNING'S NEVER ENDING QUEST FOR BETTER INNOVATION RESULTS



Dr. David Mirth, Vice President Innovation, Owens Corning

At Owens Corning, product innovation is at the heart of their business. The world leader in building materials systems and composite solutions has been leveraging product innovation to drive growth from its inception.

A FORTUNE 500 company for 53 consecutive years, FORTUNE MOST ADMIRABLE company and one of the world's top 100 most innovative companies (*InformationWeek* magazine), where does a company like Owens Corning take their Product Innovation Program next?

David Mirth will share how, through continuous self-assessment, they are targeting specific areas for improvement while carefully preserving best practice elements of their program. David discusses the leadership effort required to overcome such challenges and the pitfalls he experienced along the way.

Key learnings:

- ◆ How assessment data helped target “meaningful” improvements to their Stage-Gate innovation process
- ◆ The assessment “tool kit” used to achieve broad buy-in and a sense of urgency without a pending crisis
- ◆ The critical role of the Champion of Change — what tactics worked and what didn't
- ◆ Implementation techniques — the delicate balancing act between new expectations and the old behaviors

THE PROCESS OF RESEARCHING AND IMPLEMENTING A NEW BUSINESS MODEL FOR GROWTH



Dr. Debra Wilfong, Vice President and Chief Technology Officer, Donaldson Company Inc.

Over the past 18 years, Donaldson Company Inc.'s revenues have grown from \$398 million to \$1.9 billion. Today, its extensive global reach spans 37 countries. And, its sales internationally outpace NAFTA at 55% to 45% respectively. Going forward, Donaldson strives to reach \$3 billion in 2011. Filtration technology will be the heart of its success.

In light of such enviable success and its new aggressive growth targets, two new challenges emerge for the market leader in filtration solutions:

- ◆ How to sustain such a demanding pace of growth
- ◆ What innovation processes are needed as the company's reach extends to more than 100 locations around the globe with numerous markets and product applications to serve, and a larger, more dispersed team of innovators

Dr. Wilfong will lay out the specific steps she and her team took to create an effective technology growth strategy by responding to these challenges.

Key learnings include:

- ◆ The facilitative approach taken to design a new business model for growth, including their Stage-Gate process, Technology Development process and Portfolio Management and Prioritization processes
- ◆ An overview of high impact design decisions including how Donaldson manages technology transfers

“Bob Cooper is an academic with a ‘hard hat’ — his concepts are thoroughly research-based and yet his experience is practical and implementation focused.”

Scott R. Foust, Senior Vice President, First Data Corporation

HOW BEHR SUCCEEDED IMPLEMENTING STAGE-GATE INTO A FAST-PACED, ENTREPRENEURIAL CULTURE



Dr. Dale McIntyre, Vice President New Product Development, Masco Architectural Coatings, BEHR Process Corporation

The “Can Do Attitude” is the entrepreneurial spirit at Masco Architectural Coatings (MAC) and one of the main reasons they’ve enjoyed above average growth over this past decade. The industry leader in the manufacture of quality coatings for the Do-It-Yourself market attributes its product innovation success to its people, technology and entrepreneurial culture.

As the company grew, its leaders recognized the need for a more structured product development process to help sustain growth. At the same time, MAC was concerned that a structured process might inhibit the entrepreneurial spirit and responsiveness to the needs of customers that the company had become known for. Dale McIntyre will walk you through the steps he and the MAC Stage-Gate Implementation Team took as they customized an implementation plan destined for success. He will describe how they created platforms for change, decided upon the order in which to implement improvements and their approach to executive education and communication.

Key learnings include:

- ◆ The role of problem diagnosis when you are establishing a platform for change
- ◆ How the implementation readiness assessment helped to create a strategy for success
- ◆ How MAC engaged different requirements of executives and practitioners with their implementation plan
- ◆ The role of process improvement in integrating Stage-Gate into the corporate culture

SUSTAINING INNOVATION RESULTS: 30 YEARS OF EVOLUTION WITH A WORLD-CLASS INNOVATION PROGRAM



Jack Welsch, Vice President Product Development, InterMetro (an Emerson Electric Company)

With \$20+ billion in net sales, Emerson Electric is one of America’s largest corporations. InterMetro is a large division of the Tools and Storage group of Emerson Electric and one of the earliest installations of Stage-Gate. The leading manufacturer attributes its enduring success to their core competency in developing superior, award-winning products and getting them to market, fast. InterMetro’s percent of sales from new products is at par with world class performance and continues to climb.

Jack Welsch will share the inspiring story of how three decades of continuous improvements to critical innovation business processes has been instrumental in InterMetro’s long-term success. Innovation is “front and center” throughout their organization. He will share how this commitment becomes visible and meaningful at InterMetro through the requirements they’ve built into their Stage-Gate process including a demand for excellence in Gates, Deliverables and Voice of Customer.

He will also outline how their Innovation Program evolved over the course of 30 years, specifically four key turning points, in order to sustain year-over-year improved innovation results.

Key learnings include:

- ◆ How to establish product innovation as an organizational core competency
- ◆ A 30 year “Evolution Roadmap” of a World-Class Innovation Program

DID YOU KNOW THAT THE STAGE-GATE® SYSTEM — EVERY DETAIL OF ITS DESIGN — IS DELIBERATE, EVOLVING AND BASED ON PROVEN RESEARCH?

Subtle design details such as: placing a gate before the 1st stage; requiring eight dimensions of a product definition; the product superiority criteria; the readiness check; defining red flag parameters; requiring gatekeepers to score privately; the scorecard standard deviation and so on (300+ design details), drive specific practices and behaviors which are proven to correlate with new product success.



CASE PRESENTATIONS

A STRATEGIC APPROACH TO DRIVING BREAKTHROUGH NEW PRODUCTS



Craig Maxwell, Corporate Vice President of Technology & Innovation, Parker Hannifin Corporation

In 2002, Parker Hannifin established an ambitious goal to drive top-line performance and profitability to new levels and the Parker Win Strategy was born. One of the critical components was the work being done to drive profitable organic growth and the company's focus on innovation.

By 2006, organic growth made up nearly half of Parker's top-line growth. Craig Maxwell attributes much of this success to the introduction of their highly customized Winovation Stage-Gate Process which serves to focus their resources to innovative product ideas with the highest market potential.

He will discuss the leadership effort that was required to drive such a rigorous, disciplined approach to innovation across the complex \$10.3 billion organization with 118 divisions in 46 countries around the globe. He will also share his experience and insights on what it really takes to achieve truly breakthrough new products, technologies and businesses — the frameworks, the behaviors, the roles and the plans.

Specifically, Craig will share:

- ◆ Winovation Stage-Gate Process — what it is, how it fits in — and key principles behind Parker's Innovation Program
- ◆ Highlights of the master implementation plan and how key obstacles were managed successfully
- ◆ How Parker successfully identifies, prioritizes and drives highly innovative, breakthrough new products to market
- ◆ The critical linkage of the Winovation Stage-Gate Process to the financial performance of the company.

A BRILLIANT IDEA GENERATION PROGRAM: SWAROVSKI'S I-LAB STORY



Johannes Erler, Vice President Innovation/Crystal Business, D. Swarovski & Company

D. Swarovski & Company manages a complex portfolio of 85,000+ products with 1,000+ new product and product variation launches every year. The pace and volume in which they generate new product ideas and take them to market — successfully — is dizzying.

In the last few years Johannes Erler and his team began experimenting with their most recent winning idea, **i-LAB**. **i-LAB** is Swarovski's answer to a critical need to generate large volumes of high quality new product ideas, screen them to quickly spot the winners and “plus+” them across different business units before entering their Stage-Gate process for accelerated commercialization.

Swarovski's winning combination “**i-LAB with Stage-Gate**” has resulted in nothing less than a “stellar” innovation machine. It has enabled thousands of internal staff to speak a common language of innovation, created an envious network of idea submitters and led to truly innovative products.

Join Johannes and learn what i-LAB is, how it works and how it interfaces with their Stage-Gate process.

Key learnings include:

- ◆ How Swarovski created an organization-wide, innovation-focused culture by introducing “story-telling,” “brand language,” “recognition schemes” and “people dialogue”
- ◆ The unique broad-participation method of screening, scoring and filtering new product ideas

“[Stage-Gate Summit '07] was one of the best conferences I have ever attended. Dr. Cooper did a great job of facilitating the discussions and connecting the speakers' presentations.”

David Watson, Pepperidge Farm Inc.

THE AUTOMATION DEBATE – TRACK I

Case Presentation: REACHING A GLOBAL INNOVATION ORGANIZATION: ANSELL'S AUTOMATED STAGE-GATE SYSTEM



Larry DelPrincipe, Winner, Stage-Gate Innovation Summit '07 Storyboard Presentation, Ansell Healthcare

In early 2004, Ansell Healthcare undertook an aggressive initiative to implement a Stage-Gate Innovation System and establish a global framework and language for NPD.

Ansell realized performance goals almost immediately with sales from new products improving from 4.5% to 9%. The quick results were attributed to a strategic decision to accelerate the adoption of the new system by leveraging their global collaboration tool, Lotus Notes®. The release of this software tool populated with customized Stage-Gate process content, at the same time the new Stage-Gate system was introduced, enabled a simultaneous worldwide roll-out.

The implementation team recognized the cultural significance of this tool and it became the focal point of their implementation efforts. Larry will share his experience and insights on the controversial decision — when to automate.

Specifically, Larry will share:

- ◆ Highlights of Ansell's Global Innovation System
- ◆ How Ansell made their decision to automate
- ◆ Lessons learned — what to consider when automating

Workshop: WHEN TO AUTOMATE



Dr. Ken Huskins, Director of Implementation & Training Services, Stage-Gate Inc.

There is much literature advising the importance of ensuring your innovation processes are robust with best practices necessary to drive superior performance. However, there is a shortage of unbiased guidance regarding the best timing for automating processes. Automating too soon can dangerously shift your team's focus from learning new behaviors that drive better innovation performance. Automating too late can lead to frustrated practitioners and gatekeepers. This interactive workshop will explore frameworks to enable your analysis.

THE GATE DEBATE – TRACK II

Case Presentation: TIMEX CORPORATION'S BIG WIN: TOUGH DECISIONS TO REJUVENATE A NPD PORTFOLIO



Bernd Becker, Senior Vice President Product Development & Innovation, Timex Corporation

Three years ago, Timex Corporation established a bold business strategy to take the company into new, high-end markets with substantially differentiated products. The world's leading manufacturer of watches and wrist instruments looked to their Product Development organization to play a significant role in making the ambitious plan a reality.

Bernd discusses the aspects of Timex's Innovation Program that he and his team leveraged to shift where their R&D dollars were invested. This focus resulted in what Timex refers to today as "The Big Win"—a dramatic reduction of their portfolio of NPD projects without compromising its value.

Key learnings include:

- ◆ How Timex focused their NPD teams on the information required by executives to make good decisions
- ◆ CTQ — Timex's solution to better match quality expectations between gatekeepers and practitioners
- ◆ The Big Win — decisions that led to Timex's turnaround
- ◆ High quality gates and portfolio management — how Timex interfaces these two critical decision points

Workshop: MAKE BETTER SELECTION DECISIONS



Michael Wiebe, Principal Consultant, Stage-Gate Inc.

The most important interface between decision makers and NPD project teams is the gate meeting. Cooper and Edgett have long advocated 'as go the gates, so goes the process.' The research continues to show that gates are critical to successful product innovation. So why is it that many companies continue to struggle with making gate meetings work well? This interactive workshop will explore the attributes of a great innovation decision-making environment.



15 Reasons You and Your Team Should Be at Summit '08

STAY ON TOP

- 1 Learn about the **Stage-Gate Maturity Model** designed to help guide the evolution of organization-wide Innovation.
- 2 Gain current trends and forward-predictions — how changing global business dynamics will affect the future of R&D organizations.
- 3 Join into a focused discussion/workshop on the controversial subject of 'when to automate your innovation processes.'

BEST PRACTICES ON RELEVANT TOPICS

- 4 Learn how four very different organizations — and cultures — managed change and transformation while introducing disciplined stage-gate processes.
- 5 Gain insights into how two different companies (B2B and B2C) with impressive track records for consistently launching breakthrough new products approach technology development and idea generation.
- 6 Learn how one company has mastered the art of seeking and finding unmet customer needs.
- 7 Discover how two different companies, during the peak of their financial performance, pushed the envelope to reach new performance levels.
- 8 Learn how to drive high value decisions — how one company broke their innovation inertia — their answer to engaging executives in making Go/Kill and Portfolio Prioritization decisions.

LEARN FROM INNOVATION CHAMPIONS

- 9 Hear presentations by eight innovation professionals from leading organizations — their challenges, solutions and lessons learned.
- 10 Hear what an executive panel of industry leaders has to say about the year ahead — hot topics for 2008.
- 11 Gain powerful insights and recommended actions from world renowned experts in innovation, Dr. Robert Cooper and Dr. Scott Edgett.
- 12 View the Stage-Gate Storyboard Series and gain tips, ideas and lessons learned from field practitioners.

NETWORK AND EXCHANGE

- 13 Get answers to your specific innovation questions and challenges by connecting with Stage-Gate experts.
- 14 Swap ideas and solutions with conference attendees during breakfast, lunch and evening receptions.
- 15 Gain an instant, high caliber network of innovation professionals who make it their business to excel in Stage-Gate Innovation Processes.

Partial list of companies already registered for Stage-Gate Summit '08:

Advanced Medical Optics • Boeing • Coca-Cola Company • Fresenius Product and Hospital Group • Kellogg Company • Medtronic • Owens Corning • Perfetti Van Melle USA • Procter & Gamble Company • Purolator Courier • Roman Meal Company • Schwan Food Company • and more. . .

EXPLORE THE DEPTH AND BREADTH OF TODAY'S SOPHISTICATED STAGE-GATE SYSTEM. WHERE CAN IT TAKE YOUR PERFORMANCE?

"Early generation Stage-Gate models no longer differentiate performance — it is now an industry standard. What separates the winners from the losers is the proficiency with which they execute (the depth and breadth) across the key performance driving practices."

Dr. Robert G. Cooper and Dr. Scott J. Edgett

PROGRAM INFORMATION

Dates and Time: Stage-Gate® Innovation Summit '08 will be held on February 26-27, 2008. Registration and continental breakfast will start at 7:30 a.m. Session begins at 8:30 a.m. on February 26 and concludes on February 27, 2008 at 4:30 p.m.

Location and Accommodations:

The Summit will be held at the beautiful Sheraton Sand Key Resort located on the beach in Clearwater FL. Reservations can be made on-line at www.stage-gate.com/seminars.php or call 727-595-1611 and be sure to mention that you are with the Stage-Gate® Innovation Summit.

Program Fee: \$1995 U.S. /person. Fee includes printed materials, breakfasts, luncheons, refreshment breaks, and networking reception.

Team Discounts: Groups of 4 or more may deduct \$200 per person.

No Risk Guarantee: Your satisfaction is 100% guaranteed — money back or credit. If you are not satisfied with the quality of this program, let us know in writing and we'll refund your registration fee.

Conference Attire: We recommend attire in the category of "business casual." It is highly encouraged that you dress in layers when possible—please be aware that conference facilities are notorious for temperature fluctuations throughout the day.

Cancellations/Substitutions: You may send a substitute attendee in your place at any time with no penalty (please inform us in advance, if possible). Cancellations made within 5 business days are subject to a \$200 administration fee. No-shows are liable for the full fee.

Questions? Please contact Valerie Sather at valerie.sather@stage-gate.com or +1-905-304-8797

CALL FOR STAGE-GATE INNOVATION STORYBOARDS

Stage-Gate® Innovation Summit '08 is currently seeking 3-page storyboards (downloadable Powerpoint template available) on the following topics:

- ◆ Successful new product, technology and/or service launch
- ◆ Creative implementation of Stage-Gate into your company
- ◆ Innovation Dashboards (i.e. how you monitor your innovation performance)

All storyboards will be judged by Dr. Cooper and Dr. Edgett. Top ten storyboards will appear at Summit '08 and online at www.stage-gate.com and one winning storyboard will be selected. Submit storyboards to Valerie Sather at valerie.sather@stage-gate.com no later than December 10, 2007.

Congratulations to last year's winner of the Storyboard Case Study: Larry DelPrincipe of Ansell Healthcare Products LLC.

Gold Sponsors:



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www.strategyn.com

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ABOUT STAGE-GATE INC.



**Stage-Gate
Inc.**

Stage-Gate Inc. (SGI) helps companies achieve growth through successful product innovation. The best practices, databases and research of internationally recognized thought leaders, Dr. Robert G. Cooper and Dr. Scott J. Edgett, co-founders of SGI, form the basis of our high quality products and services.

We offer proven solutions to the most complex problems in all aspects of product innovation through our widely recognized and implemented products, our highly regarded and trusted consulting services, our award-winning research papers, best-selling books and first-rate seminars.

4

WAYS TO REGISTER:

CALL: +1-905-304-8797

FAX: +1-905-304-8799

WEB: www.stage-gate.com

MAIL: Stage-Gate Innovation Summit '08
1425 Osprey Drive, Suite 201
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Canada

REGISTER TODAY!

View the most up-to-date program information at www.stage-gate.com



Stage-Gate is a registered trademark of Product Development Institute Inc.

Please accept the following registration(s):

(please photocopy for additional people)

Name Mr./Ms. _____

Title _____

Company _____

Division/Dept _____

Address _____

City/State/Zip _____ Country _____

Phone _____ Fax _____

Email _____

PAYMENT INFORMATION:

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◆ How to improve the interface between the decision-makers and the project teams

◆ Winning techniques and strategies to gain broad 'buy-in' to your organization-wide innovation initiatives

◆ How to move beyond superficial gates and get to courageous Go/Kill and prioritization decisions

◆ Successful change management techniques for 'making Stage-Gate stick'

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