



# Winning

at Product Innovation™



**Stage-Gate**  
International

# Stage-Gate International helps companies achieve successful product innovation.

“Top performing companies focus on the  
four drivers of The Innovation Diamond.”

Dr. Robert G. Cooper and Dr. Scott J. Edgett  
Founders of Stage-Gate International



## Are you ready to win?

### Achieve the four drivers of performance:

- ◆ Innovation efforts that support business goals
- ◆ Projects that achieve maximum value
- ◆ Climate and culture that embrace innovation
- ◆ Process that drives lean, rapid and profitable innovation



# The Stage-Gate International Advantage

## How we can help you win at product innovation

### Results

proven track record helping companies improve their product innovation capabilities

### Reach

successful client engagements across numerous industries, countries and cultures

### Experience

breadth and depth via front line experience with 5000+ clients

### Research

comprehensive, peer reviewed and longest running benchmark studies

### Leadership

The world's most respected experts in NPD – Dr. Robert G. Cooper and Dr. Scott J. Edgett

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Consistent, repeatable product innovation success is within your reach.

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### SG Navigator™

The complete guide to customizing, implementing and using the authentic Stage-Gate® system. Packaged into a professional, user friendly interface accessible through your web browser, this expert guide contains a collection of the best of the best - practices, proprietary methods, criteria, templates, worksheets and deliverables. Everything you need to drive lean, rapid, and profitable product innovation in your organization.

### SG Benchmarker™

Compare your organization's innovation performance and practices against the best. This cost-effective, convenient and reliable assessment isolates your strengths and weaknesses against proven performance drivers. Fact-based information to help you make critical decisions.

### Inspiring Speakers

Invite internationally acclaimed product innovation experts, Dr. Robert G. Cooper and Dr. Scott J. Edgett, into your organization to motivate and inspire your team to embrace the proven drivers of innovation success.

### Seminars and In-house Training

High impact, interactive and intense knowledge transfer events where our expert speakers and trainers cut through the issues and focus on best practice solutions to the most critical challenges faced by product innovators.

### Implementation Services

Highly focused engagements designed to accelerate the successful implementation of proven innovation practices. Based upon a collection of world class techniques and methods and delivered by highly skilled, experienced implementation specialists.

### Consulting Services

Highly specialized engagements tailored specifically to meet your company's unique innovation challenges and needs. Our product innovation experts draw on an impressive collection of tools, methods and expertise to help you measure, analyze, design and execute.

### Books and Reports

Best selling books and research reports on the topics critical to product innovation success. Cooper and Edgett's collective works are considered to have achieved the most powerful impact on performance in product innovation today.

### Stage-Gate Ready Certification

Save time sourcing vendors to support your Stage-Gate process such as Idea Management, Idea-to-Launch Processes and Portfolio Management. The Stage-Gate Ready Certification program validates software applications against some 200 innovation-related criteria to reduce risks and costs incurred by would-be buyers during the selection process.



# Stage-Gate International

The ultimate combination of front line experience and proven, widely implemented products and services.

Stage-Gate International is one of the most widely recognized and trusted names in Product Innovation.

Our clients trust and rely on our ideas, unparalleled research, world-class solutions and outstanding service.

Whatever your needs or goals are, contact us. We can help you win at product innovation.

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**[www.stage-gate.com](http://www.stage-gate.com)**