Stage-Gate® Process Leader Forum

Why Attend?

- Practice with NEW tools
- Problem-solve with your peers
- Learn the latest in NPD processes

April 3 and 4, 2019
Atlanta | Georgia

Limited Seating: Register Now

A rich and interactive Think Tank on the best and timeliest advancements in applying Stage-Gate® to product innovation in today's fast-moving markets.

Meet Your Subject Matter Experts

Bernd Becker
Innovation Management Expert
and Event Facilitator
Stage-Gate International

Kip Creel
Market Research and
Voice of Customer Expert
StandPoint

Diane Stogiannes
U.S. R&D Funding Incentive
Program Expert
DST Advisory Group

Discover 8 Ways Process Leaders Can Enable Faster, Better Product Development Immediately

In each key topic, new knowledge will be introduced by a subject matter expert, followed by a facilitated group discussion and knowledge sharing in an intimate setting.

1. Enabling a shift in Product Innovation Portfolio
Whether embarking on brand new product offerings, business models or modifying existing products to leverage new technologies, forward-thinking companies are shifting the mix of projects in their portfolios. **The Process Leader plays a significant strategy-enabling role by modifying the Stage-Gate processes to support these subtle changes**. Learn how to spot these shifts to move quickly to incorporate process improvements.

2. Increasing agility by shifting from the annual operating plan to the Dynamic Gated Pipeline
A hallmark design of Stage-Gate, the dynamic pipeline affords organizations the utmost in agility when the need to respond to changing market conditions is critical. **The Process Leader provides valuable inputs to enable this dynamic.** Learn the value of the dynamic pipeline and creative implementation strategies.

3. Right-sizing process rigor to every project's context and risk – the Stage-Gate® Canvas
This latest practice and tool, the Stage-Gate Canvas, empowers teams to personalize their project's idea to launch journey. **The Process Leader enables team success by introducing practical, easy-to-use tools like the Stage-Gate Canvas.** Learn how to optimize this new tool and bring it to life within your process.

4. Feed the Funnel when your strategy calls for new-to-company product ideas
Discover the SCORE model to help guide a process of ideation. **The Process Leader enables consistent product innovation success by sharing industry-agnostic best practices.** Learn when and how to use SCORE and how to implement it in your organization.

5. Engaging Gate Governance
Despite the performance link between new product success and the way an organization makes new product decisions, many companies struggle to engage their business leaders in the decision-making. Join in this discussion as subject matter experts and delegates find the perfect balance.

6. Crack the U.S. R&D Incentive Program to unlock savings
If you are using a Stage-Gate Process to manage your developments, you are potentially eligible for savings. Discover the highlights of this incentive program. **The Process Leader increases company-wide adoption of Stage-Gate by ensuring other functions can benefit by it**. Learn how to involve your CFO to recover bottom-line savings that can increase your ROI.

7. Emerging VOC Techniques for Deeper Insights and Better Decisions
Discover the most popular and the most effective VOC techniques applied today. Learn the pros and cons of these techniques and then test out a new rapid prototyping-feedback practice by participating in a 'live' test. The Process Leader is the driver behind better performance by sharing new practices.

8. Borrowing the best ideas from Agile/Scrum and blending them into Stage-Gate
Companies have been experimenting with Agile/Scrum project management 'solo' and combined with Stage-Gate Models for over 10 years now. **The Process Leader supports the application of new practices in the Stage-Gate process for improved performance.** Discover key lessons learned and which situations benefit from applying the two simultaneously as a hybrid.

Venue
SpringHill Suites by Marriott Atlanta Buckhead is a contemporary hotel conveniently located near the Phipps Plaza shopping mall and excellent restaurants. Visitors travelling from the Hartsfield–Jackson Atlanta International airport can hop on the Metropolitan Atlanta Rapid Transit Authority (marta) for a 40-minute ride to the Buckhead stop. Call hotel to arrange your free shuttle transportation from Buckhead Station to the hotel.

Cancellation Policy
Should you be unable to attend for any reason, please inform us in writing no later than thirty business days prior to the event start date for a credit voucher for the full amount. If you prefer, a refund less a $200 US non-refundable deposit will be issued. No refunds will be given for cancellations received within thirty business days of the event.

Stage-Gate® International

stage-gate.com