

# Stage-Gating accelerates time-to-profit



## MASTERCLASS SERIES: Winning with Stage-Gate®

November 5, 2019

Atlanta, Georgia

SpringHill Suites Buckhead

\$795 US

Embrace an authentic  
Stage-Gate® model  
and drive organizational  
excellence in product  
development

## Focus, Hustle and Execute

### Stage-Gate®: The Undisputed Industry Standard

- Award-winning business process for accelerating new developments to success
- Utilizes a common language and framework to align functions and enable collaboration
- Provides visibility to innovation projects enabling agility in strategic and tactical decision-making
- Integrates and unites the business investment leadership and project team execution roles
- Tried, tested and proven effective in companies of all sizes, industries and project types
- The most researched, studied and referenced global innovation model

[Register Now](#) | [stage-gate.com](http://stage-gate.com) | Limited Seating

# Improve performance. Embrace an authentic Stage-Gate® Model

Used by thousands of companies world-wide including 3M, ABB, Atlas-Copco, BASF, Bosche, Carlsberg, Caterpillar, DuPont, ExxonMobil Chemical, Guinness®, Henkel, Hewlett Packard, Kraft, LEGO, Mars, Microsoft, Novo Nordisk, Orkla, Pfizer, Procter & Gamble, Siemens, Swarovski, Velux, Voith Paper, Volvo, Visa and many more.

## MASTERCLASS TOPICS

### Stage-Gate Fundamentals

Discover the research-based principles that underpin the authentic Stage-Gate Model, how it works and why it **consistently delivers world-class innovation performance**.

- The business impact of this proven operating model
- The performance benchmarks, benefits and company examples
- How the Stages lay out a best practice roadmap for cross-functional teams to align, collaborate, and hustle to develop new products that build momentum and win
- How Go/Kill Gates accelerate the best initiatives and advance business strategies by focusing funding and resource allocations to top ranking projects
- Learn how Stage-Gate balances the natural dualities (yin and yang) of innovation



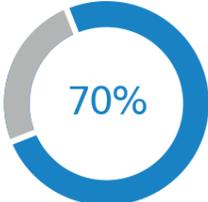
2.3x

Stage-Gate Results:  
Launch products  
2.3x faster

### Uniquely Apply Stage-Gate to Win

Resist the temptation to copy another company's Stage-Gate Model. Instead, discover how to customize Stage-Gate to suit your strategy, capability and portfolio mix to **gain competitive advantage**.

- Learn how to apply Stage-Gate to a project, a program, a portfolio and to your company
- The subtle but important differences when using Stage-Gate for market-driven launches (company-funded) and for customer-driven developments (customer-funded)
- Use Stage-Gate for new products, services, software, process and technology developments
- Right-sizing process rigor for project risk: apply Stage-Gate when uncertainty is high or low
- Gate governance for various organizational scenarios from a single team to a global matrix
- Emerging dominant Stage-Gate frameworks: blends of Design Thinking, Agile and Lean Six Sigma



70%

Stage-Gate Results:  
70% commercial success rate

### Build a Stage-Gate Culture for Sustainable Innovation

Enable your teams and organization to **focus, hustle and execute consistently** and predictably by providing the right balance of structure, clarity and flexibility with guardrails.

- Quick wins – simplify your start then build momentum and support through your journey
- Use take-away tools and stories to kick-start Stage-Gate in your company
- Apply the Stage-Gate role matrix to accelerate improved accountability
- Discover how to successfully digitize Stage-Gate with the Stage-Gate Ready Certification network



12x

Stage-Gate Results:  
12x more productivity

# A highly-interactive day of meaningful learning with peer leaders

Facilitated by an expert in innovation management; high quality course content designed and developed by business professors and product developers: benchmarks; break-out sessions; company examples/case studies; networking breaks; practical take-away tools for immediate application; Q&A; an implementation guide for company-wide roll-out.

## AGENDA

**8:00 Breakfast Registration**

**8:30 Learning from the Best**

Benefit from Stage-Gate International's extensive innovation management performance and practice benchmarking and research. Discover how the best innovators approach projects and how the best companies sustain a culture of innovation that wins in the marketplace.

**Interactive Team Breakout Session:**  
Which practices drive the biggest impact?

**9:30 Research-based principles and overview of the 5<sup>th</sup> generation Stage-Gate<sup>®</sup> system**

**10:00 Networking Break**

**10:30 5<sup>th</sup> Generation Stage-Gate: The Stages**

A comprehensive introduction to the most current version of the authentic Stage-Gate Model (5<sup>th</sup> Generation), with Agile perfectly blended into the Framework. A detailed walk-through of the Idea-to-Launch Stages 1-5 (the creative process) and the cross-functional team activities proven to drive in-market success.

**Interactive Team Breakout Session:**  
Which Stage is most difficult to master for impact and why?

**12:00 Networking Lunch**

**12:45 5<sup>th</sup> Generation Stage-Gate: The Gates**

A comprehensive introduction to Gates, the unique design of Stage-Gate Governance and why it produces world-class returns on innovation investment. A detailed walk-through of each purpose-built Gate 1-5 (the Go/Kill prioritization process) and the cross-functional team approach linked to success.

**Interactive Team Breakout Session:** What aspect of Gate governance is most difficult to master for impact and why?

**2:00 Uniquely Applying Stage-Gate to Win**

Learn how to apply Stage-Gate to a project, a program, a portfolio and to a company by customizing it in ways that are important to uniquely reflect your competitive advantages. Discover emerging dominant Stage-Gate Frameworks with Design Thinking, Agile and Lean Six Sigma.

**2:45 Networking Break**

**3:15 Build a Stage-Gate Culture of Sustainable Product Innovation**

Learn how to reach the Stage-Gate culture of **Focus, Hustle and Execute** by keeping it simple, building momentum and by managing it as a journey. Discover implementation and digitization tips including Stage-Gate Certification.

**4:00 End of Event**

*"Just the right mix of theory and fundamentals, practical applications and 'real life' examples."*

*Rob Reale, Director Technology and Solutions Direct Energy*

# This top-rated Masterclass is brought to you by the official Stage-Gate® company

## MEET YOUR MASTERCLASS LEADERS



**Bernd Becker**  
Stage-Gate®  
Innovation Expert

Bernd Becker is one of the world's leading experts in Stage-Gate for product, service and technology developments. In his 30+ years as an innovation executive, he has introduced Stage-Gate Models into a myriad of companies of all sizes, and industries globally. He has a wealth of experience in business leadership and understands the challenges of pursuing innovation strategies to a successful result.



**Colin Palombo**  
Agile  
Innovation Expert

Colin is one of the world's leading experts in Agile for product, software and technology development. In his 25+ years as an entrepreneur, he has led digital innovation transformations and crafted unique Frameworks that engage leaders, align diverse functions, and mobilize teams to realize their full innovation potential. His broad practice covers a diverse set of services that assess, customize and implement Stage-Gate Frameworks.

## BONUS TAKEAWAYS



An overview of the Stage-Gate Model to help you to communicate its value



Practical, ready-to-use tools that will improve your new development project success



Real company examples that will make it easy for storytelling and best practice sharing



Gain a network of Stage-Gate leaders and practitioners to communicate, learn and share



Answers to your toughest innovation management questions, including Agile for NPI



Qualifies for the Stage-Gate Masterclass certificate, PDHs and PDUs

## The Venue - SpringHill Suites by Marriott Atlanta Buckhead

**Book by October 22, 2019 to take advantage of the preferred room rate of \$154/night!**

SpringHill Suites by Marriott 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 take the Metropolitan Atlanta Rapid Transit Authority (marta) for a 40-minute ride to the Buckhead stop. Please call the hotel (404-844-4800) to arrange your complimentary shuttle from the Buckhead stop.

**Stage-Gate International** is a leading full-service provider of products and services which enable organizations to improve their product innovation capabilities and performance. A globally-recognized and trusted brand with 30+ years of experience, we accelerate client success through our unique and powerful combination of premier research, rich content, practical tools, collaborative consulting services and top-rated training programs. Learn more about our complete offering and how we can partner together to accelerate your success.

No Risk Registration – Your Satisfaction is guaranteed!