

# The Core Principles of Stage-Gate®

## Simplicity

Break a complex process into smaller, manageable stages

## Risk

Leverage gates to take small, calculated risks together

## Collaboration

Cross-functional leadership and teamwork at all levels

## Transparency

A consistent, visible process that is clear to all who are involved

## Speed

Facilitate speed: decide, align, and execute with quality

## Investment

Focus scarce resources on projects with the largest business impact

## Flexibility

Right size process rigor to project risk for the best results

## Winning

Launch a steady stream of unique and superior new products

Visit [www.stage-gate.com](http://www.stage-gate.com) for the Latest New Product Development Best Practices

