



# MASTERCLASS

## Winning with Stage-Gate®

### Stage-Gating accelerates time-to-profit

2-day Event - \$1,995 USD

Master the business process  
used by thousands of companies  
around the world

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

### Focus, Speed and Value Creation

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

- Award-winning innovation management framework and process
- Utilizes a common language and set of proven practices and tools to align functions and enable collaboration
- Provides visibility to the innovation pipeline enabling agility in strategic and tactical decision-making
- Integrates and unites four proven drivers of innovation success: strategy, culture, portfolio and process
- Tried, tested and proven: companies of all sizes, industries and initiative types (management science, not fad)
- The most researched, studied and referenced global innovation model

Register Now | [stage-gate.com](https://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, Bosch, 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.

## OVERVIEW

### Stage-Gate Fundamentals, 5<sup>th</sup> Generation (NEW)

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

- The business impact of this proven value creation operating model
- Peer-reviewed performance benchmarks, benefits and company use case examples
- How the Stages lay out a best practice roadmap for cross-functional teams to align, collaborate, and accelerate the creative process to develop innovations that win
- How unique, authentic Gate governance surfaces the best initiatives and advances business strategy by aligning and focusing resource allocations to top scoring initiatives

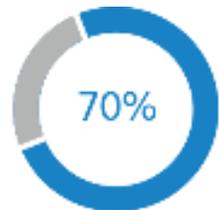


Stage-Gate Results:  
Launch 2.3x faster

### Using Stage-Gate to Win

Resist the temptation to copy another company's Stage-Gate Model. Instead, discover how to adapt or update it to match your company's strategy, organizational structure, capability and portfolio mix without losing its benchmarked ability to **gain a competitive advantage**.

- Learn why one Stage-Gate Framework can be flexibly applied to manage a diverse portfolio of strategic initiatives & innovations when Process Pathways 'right-size' rigor to project risk
- Process Pathways for new product, service, software, platform, and technology innovations
- How to harmonize Stage-Gate with complementary enterprise practices: Agile, Scrum, Lean, Design Thinking, Six Sigma, Open Innovation, Learning Organization & Balanced Scorecard



Stage-Gate Results:  
70% commercial success rate

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

Enable your organization and teams to **focus, hustle and execute consistently** and predictably by providing the right balance of structure, clarity and flexibility using a best practice guardrail.

- Quick wins – simplify your start then build momentum and alignment through your journey
- Transformative change – learn to embrace and manage uncertainty and risk
- Continuous learning – routine post event reviews through the Role Accountability Matrix
- Learn how Stage-Gate helps companies balance the dualities (yin and yang) of innovation



Stage-Gate Results:  
12x more productivity

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

*Rob Reale, Director Technology and Solutions Direct Energy*

# 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

### DAY ONE

#### Learn from the Best

Benefit from our extensive innovation performance and best practice benchmark research. Discover how profiled 'leaders' sustain a culture of innovation that consistently wins in the marketplace and learn from the mistakes of the 'laggards'. [Receive 15 Benchmark Metrics to help you communicate a vision of better innovation performance in your company.](#)

#### Overview of the Stage-Gate® Framework for Innovation Value Creation (5<sup>th</sup> Generation)

A practical overview of the current, authentic Stage-Gate Framework, why it works and how it helps leaders transform their company while simultaneously driving profitable revenue through innovation. Discover the cross-functional team activities and creative process proven to drive in-market success, including newly integrated agile and scrum in the Stages. Learn authentic Gate governance, why it engages business leaders so effectively and how it produces world-class returns on innovation investment. Understand how to manage a diverse portfolio of project types with one Stage-Gate Model using flexible Pathways to guide each classification (i.e. Breakthrough Innovations, New Products, Platforms, Process, Technology, and Incremental Changes). [Receive an assessment to help you gauge and communicate your current innovation management maturity index.](#)

#### Purpose-built to Realize Strategy

Discover how Stage-Gate is purpose-built to translate strategic intent into a pipeline of actionable initiatives, especially when a strategy explores new-to-the company opportunities that lack clarity and carry risk. Learn how to use Stage-Gate to drive alignment to your company strategy, focus resource allocation to priorities and advance transformative change. [Discover how your company's innovation strategy compares to top performing leaders.](#)

### DAY TWO

#### Visualize Project and Pipeline Data to Enable a Decision Factory (Portfolio Management)

A practical introduction to Stage-Gate's hallmark feature, the dynamic funnel, why it works and how it helps leaders monitor pipeline progress to strategic metrics and maintain ultimate flexibility and agility in decision-making. Learn how to visualize project and pipeline data so it supports the tough Go/Kill Gate decisions needed to continually surface and pursue the most meritorious initiatives. [Receive the Portfolio Placement to guide your own Innovation Dashboard.](#)

#### Uniquely Apply Stage-Gate to Win

Discover illustrations & case studies of companies of all sizes & industries and their unique adaptations of Stage-Gate to harmonize it with other enterprise systems, align more closely to their unique culture, or to emphasize competitive advantage. [Receive the Stage-Gate Implementation Guide to plan your company's successful introduction and implementation.](#)

#### Debunking Myths

Stage-Gate is the world's most researched, studied and cited innovation model because it was born from high quality benchmarking research. Beware as its popularity has inspired fakes, copy-cats, inaccurate interpretations, and misguided comparisons, causing confusion in the marketplace. This discussion aims to clarify myths (i.e. Stage-Gate is best for incremental innovation, is the same as Waterfall, is linear, is slow or kills risky projects) with facts and truths from its originator including: [Bring your toughest questions.](#)

#### Digital Transformation

Discover how companies are using Stage-Gate to manage digital transformation from classifying and de-risking technologies to accelerating their useful application and adoption. [Examples provided.](#)

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

## MEET YOUR MASTERCLASS LEADER



**Bernd Becker**  
Stage-Gate®  
Innovation Expert,  
Chief Product  
Innovation Officer and  
Implementation  
Specialist

Bernd 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 custom Stage-Gate Models into a myriad of companies of all sizes, and industries globally. He draws on this wealth of experience to help business leaders drive results by implementing new strategy, product roadmaps, bold portfolios, NPD process and ideation programs.



**Colin Palombo**  
Agile Expert,  
Stage-Gate Innovation  
Management  
Specialist and  
Chief Consulting  
Officer

Colin is one of the world's leading experts in Agile for new product and technology development, and is a visiting Professor of Innovation of Strathclyde University, Scotland. In his 25+ years as an entrepreneur, he has led digital transformations by developing unique Frameworks that engage leaders, align diverse functions, and mobilize teams to realize their fullest innovation potential. He delivers a diverse set of services to assess, customize and implement corporate innovation.

## BONUS TAKEAWAYS



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



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

For additional details and venue information, please visit [www.stage-gate.com](http://www.stage-gate.com)

**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!