



## Lean Product Development

Interested in dramatically improving product development performance, team effectiveness, and speed-to-market?



**Your instructor:**

**Steve Stucky** is a Product Development leader with over 20 years of experience in product development. He has Lean leadership experience having led the transition to Lean-NPD/Agile methods in multiple businesses and led a Lean Office Transformation effort. Steve has had regional & global leadership responsibilities in Program Management, Product Management, & Strategic Marketing.

Lean Product Development is focused on improving project team effectiveness, increasing project transparency, & reducing the time-to-market for new products. It uses practical approaches to improve project results in a holistic fashion, focusing on improving how product development is managed. Using discussions and activities, the instructor will lead participants through the steps needed to improve their abilities to deliver projects on time, on budget, and meet businesses & customer's expectations.

Participants can expect to discover:

- Methods to increase "project flow" and improve time-to-market
- Improved "pipeline management" practices & project evaluation methods
- Improved project prioritization & resource allocation practices
- The importance of "Work Rules" to increase value added time and speed
- Use of effective Visual Management tools to improve project team effectiveness and project transparency
- The value of Scrum methodologies & frequent stand-up team meetings, including how to lead effective Scrum meetings
- The importance of trade-off analysis for speed & quality of decision making

**Who Should Attend:** Company leaders responsible for implementing & improving product development practices; Engineers and managers responsible for development; Team members and Lean Leaders involved in NPD projects.

**Wednesday, December 2, 2020 8:00 a.m. - 4:00 p.m.**

**Fee:** **MA members** \$329 per person **Non-MA members** \$449 per person  
*Receive a 10% discount if you register 14 days prior to the event*

**Location:** **Manufacturers Alliance Training Center**  
8421 Wayzata Blvd, Suite 190  
Golden Valley, MN 55426  
(For directions and map go to [www.mfrall.com](http://www.mfrall.com))

**Register:** Registration is required. Reserve on-line at [www.mfrall.com](http://www.mfrall.com), by 3:00 pm by November 30, 2020. *Your satisfaction is guaranteed.*

**Cancellation Policy:** *No refunds* for cancellations after 3:00 p.m., November 30, 2020, or for no-shows at workshop. *(Substitutions are accepted.)*