

# Lean Product Development

## Online

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



**Your instructor:**

**Steve Stucky** is a Product Development leader with over 30 years of experience in large manufacturing organizations. He has Lean leadership experience having led the transition to Lean-PD/Agile methods in multiple businesses, shrinking cycle times from Concept to Launch, improving project team effectiveness, and improving overall NPD results. Steve has led a Lean Office Transformation effort, and has had regional and global leadership responsibilities in Program Management, Product Management, and Strategic Marketing. He is the current President of the MN Chapter of the Product Development & Management Association (PDMA) and has a consulting practice focused on improving Product Development results for manufacturers.

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.

**Tuesday, March 2, 2021 8:00 a.m. – 12:00 p.m.**

**Fee:** **MA members** \$235 per person **Non-MA members** \$235 per person  
**Receive a 10% discount if you register 14 days prior to the event**

*This workshop is online. Minimum requirements: Computer with speakers and/or headphones; dedicated screen for meeting time; Internet connection; ability to download Zoom.*

**Register:** Registration is required. Reserve on-line at [www.mfrall.com](http://www.mfrall.com), by 3:00 pm by February 26, 2021. You will be sent login credentials in advance of the workshop. **Your satisfaction is guaranteed.**

**Cancellation Policy:** **No refunds** for cancellations after 3:00 p.m., February 26, 2021 or for no-shows at workshop.