TOO SERIOUS
A Fresh Look at Taming Complexity

Successful New Products
to Market in 'Internet' Time

if you thought it was fast before ... think again

Consider this ...

- New products account for a staggering 52% of company sales, on average.

- They contribute 46% of corporate profits, almost <u>half</u> of the bottom line of corporations.

- Companies introduce 45 new products every five years.

- They spend 7.9% of their sales revenue on new product research and development.

- The great majority of new products never make it to market.

- Those that do face a failure rate of 35%.

- For every 11 serious new product ideas, 3 enter development, 1.3 are launched, and only one is a commercial success in the marketplace.

- An estimated 46% of all the resources allocated to product development and commercialization are spent on products that are cancelled or fail to yield an adequate financial return.

- A minority of firms (30%) achieve an enviable success rate (80%): that is, 80% of the resources they spend on innovation go to new product winners.

- Those few firms show that it is possible to outperform the average, and by a considerable margin.

Source: Winning at New Products, Robert G. Cooper

The Premise

How well is your company faring in the new product game?

Do you even know?

Most companies cannot provide statistics on success, fail and kill rates, or on resources spent on winners versus losers.

In the high tech sectors, new product introduction rates have dropped from years to months. Ask Nortel or Dell!

As the world connects itself together, rapid, unpredictable, almost comical shocks and surprises will become the norm. The high tech experience is spreading throughout the whole world and some sectors are already feeling its effects.

Most commercial responses to 'disintermediation' and 'deconstruction' (to quote a little of the jargon) will require time honoured new product development activities in one form or another ... regardless of the arena of application (even web strategies).

Are you ready?

The Talk

The founder of Nortel's Innovation Centre, Dr. Clifford Saunders takes you through a fast paced, interactive, entertaining session that covers a number of key topics:

- How to identify the 'critical response time' of your organization, which is the maximum speed with which your organization can currently respond or react to credible threats.

- How a more connected world behaves as a system.

- What shocks will become more common.

- Why you should care.

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The Talk *… Continued*

The significance of these ideas is explained in simple terms, not in their scientific terms of Self-Organized Criticality!

Using interactive technology, you will join your group in a 360-degree assessment of:

♦ The probability that your organization could respond to a credible Internet, E-commerce threat in time.

♦ Your organization's major new product development strengths and weaknesses today.

♦ Whether, with your Internet Strategy, you should 'outsource' or 'go it alone.'

The Take-Aways

♦ You will receive two critical reference texts that will put you on the path.

♦ You will be shown how to qualitatively compute your organization's 'critical response time'.

♦ You will be able to demonstrate the dynamics of global behaviour in simple yet accurate terms.

♦ You will be able to alert your colleagues to this information and to show that it is empirically based (not a fad, it is based on solid research) and that it has predictive validity (it works in practice).

… AND you will have a great time!

About the Speaker

Cliff Saunders is a renowned speaker, facilitator, teacher, author and consultant to Fortune 500 corporations worldwide.

He holds a BSc in Engineering, an MSc in Applied Psychology, and a Ph.D in Cybernetics.

His life's work has been dedicated to helping large organizations solve messy, complex, intractable problems.

Today, he focuses on helping people feel and function better in their everyday personal and professional lives.

For more information on this or other topics, or to book Dr. Saunders to speak, facilitate or teach for your organization in this or other areas of expertise, please contact us.

Too Serious! ^{un}Limited