

Making Innovation Happen

New Product Development

Course length: 1 day (1 of a 4 day programme)

Whether improving an existing product or developing an entirely new range, many factors have an impact on the process of taking new ideas to market.

Customers, competition, internal resources, price and market trends will all play a role in the New Product Development (NPD) and this session will give an overview of what needs to be considered.

How can it help?

- Identify and develop a new product or service
- Understand customers' unmet needs
- Test out new concepts on archetypal 'customer personas'
- Consider new markets and marketing channels
- Identify key marketing messages

Programme outline

By identifying the innovation process participants will have a greater understanding of how to reach target markets and customers. Delegates will gain tools and techniques to help them develop new products that are based on an understanding of customer needs. They will also learn to create marketing messages that focus on these their products features.

Content will include:

- How to approach and overcome challenges with defining a new product
- Project mission -Why is it right for the business?
- Product vision – Why is it right for the customer?
- Product on a page
- Introductions to the 4 Ps – Process, Product, Project & Portfolio
- Persona – the customer profile
- Features and satisfaction – Kano Model
- Design mix

Who should attend?

This masterclass can be delivered at intermediate or advanced level to businesses of all sizes.

This will help business owners and managers to identify and develop new product concepts or improvements.

It is anticipated that a number of participants from each company and from different levels and functions take part.

Training at RTC

People are the lifeblood of any organisation. At RTC, we recognise the importance of the human dimension in the innovation process and aim to inspire people, raise skills and encourage positive attitudes towards new technology and business.

For more information on this one day course or the full four day innovation activity that can be carried out within your organisation please contact:

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