



New-to-the-World Training for companies who want to develop New-to-the-World Products

“Forty-six percent of new product development money is spent on products that fail and do not provide adequate financial return.”

-- Booz-Allen & Hamilton

“This new product failure rate is costing Fortune 1000 companies over \$60 billion per year in wasted effort.” -- Business Week

New Productivity Group focuses on human performance improvement in new product development by providing information, training and productivity tools that deliver reductions in cost and cycle time and improvements in quality from your new product development initiatives. We enhance the **seven critical success skills of creativity, critical thinking, collaboration, commercial competence, change management, coaching (leadership) and communication** of scientists and engineers. We are unique in our focus only on technical professionals and in our reinforced and measurable implementation plans.

New Productivity Group is composed of seasoned business executives with proven skills and extensive experience in new product development, sales, marketing, business development and training & development.



Dr. Rod Greder, president, is an experienced leader of R&D, marketing and technology licensing with Fortune 100 companies like Cargill and Dow. He has managed sizable budgets and provided leadership to large staffs during periods of disruptive change. He is a member of numerous

technical trade organizations as well as Toastmasters and the American Society of Training and Development and is an affiliate of the National Speakers Association. He has delivered presentations in eight countries on four continents. **Rod’s presentations deliver information, inspiration and impact and prepare attendees for implementation.**

Topics that get Results

(Customizable length and content)

- **ROI of R&D™**: Accurately measure and improve financial returns from new product development (**Commercial competence**)
- **GeekSpeak meets SalesTalk™**: How to improve technical-commercial communication to drive successful innovation in new product development (**Communication, Collaboration**)
- **Herding Cats Scientists!™** The challenges of leadership, motivation and recognition of technical people (**Coaching/Leadership**)
- **Critical Thinking or Critical Condition!** Improve new product development results by implementing critical thinking methodologies (**Critical Thinking**)
- **S&M for Scientists (and engineers)!™** Need-to-know information about Sales & Marketing (and finance) for technical professionals (**Commercial competence**)
- **Innovate or Stagnate!™** Learn how to continuously generate new commercially useful ideas (**Creativity**)
- **Change happens!™** Make rapid adaptability a core competency of your technical people (**Change management**)

Other New Productivity Tools & Programs

- Technical leader forums
- Problem solving toolkit CD (back page)
- Integrated skill development programs
- Individual coaching
- Product development conferences

(Over)

Partial list of clients/venues

- Medtronic
- Possis Medical
- Medical Device Resource Group
- Minnesota Technology Inc.
- Sales & Marketing Executives-Twin Cities
- Global Business Research Ltd
- United States Department of Agriculture
- US Embassy - Belgrade Yugoslavia
- Maize Institute - Kneza, Bulgaria
- Agricultural Credit Council-Executive Directors

7 Step Problem-Solving Tool



Contents of CD

- Brainstorming Tool
- Pro-Con Analysis
- Cost-Benefit Analysis
- Link Action items to Outlook
- Explanation of use of the tool
- Problem-solving references

Expected Outcomes

- More creative solutions
 - Quicker decisions
 - Cost/Benefit tested
 - Action items linked to MS Outlook
- (No more excuses about missed deadlines)**

“The use of these straightforward yet powerful brainstorming and problem-solving tools combined with linking the team’s output directly to measurable business results has increased productivity significantly.” -- Fortune 100 company

Contact us for free Demo copy

For more information:

Rod Greder, Ph.D., President,
New Productivity Group
16560 81st Place, Suite 101
Maple Grove, MN 55311 USA
(763) 494-9096 (Office), (763) 443-1531 (Cell)
(763) 201-7053 (Fax)
rgreder@improveproducts.com
improveproducts.com

Testimonials

There is definitely a positive ROI with their approach. New Productivity Group lives their motto “We don’t disappear after the training” by reinforcing key takeaways and assisting clients in turning the concepts into changed behaviors and improved business results.

-- *Medical Device Resource Group*

Dr. Greder presented thought-provoking ideas on how to measure R&D productivity.

-- *Ed Koullick, Materials and Bioscience, Medtronic*

The presentation on critical thinking provided insight on how we can more effectively solve problems and gave us practical tools to use to meet today’s challenges.

-- *C Jones, QTS Packaging Solutions*

Great Presentation, enjoyed thoroughly. Interactive, kept the audience engaged with his practical, tried and tested Seven Steps to Problem Solving approach.

-- *Robert J. Scott, VP, Possis Medical, Inc.*

The program on "Measuring ROI of R&D" challenged us to consider new ways to measure productivity of product development and provided real world advice on setting up a measurement system. The program was fast-paced, interactive and reinforced the key points.

-- *Lola Faufau, Minnesota Technology, Inc.*

Our application of Team-based Innovation principles resulted in significant and multiple process improvements and increased staff engagement at all levels.

-- *David Gilliland, Fortune 100 Company*

Dr. Greder helped the members of Sales and Marketing Executives to understand that effective product development teams must have a clear understanding of the divergent communication and behavioral styles, motivations and key objectives of the various disciplines represented.

-- *Eric Engwall, Regional Director-Sales Effectiveness, Personnel Decisions International*

Coming from Sales & Marketing, and having worked with product development teams, I see enhanced communication and collaboration of R&D people when programs like S&M for Scientists are implemented.

-- *Kevin Hannigan, Founder, Roland Mann & Associates*