



RADICAL Product Development Audit

Research – (Are you getting an aggressive number of viable new ideas?)

1. Do you have “enough” ideas?
2. Do you have a formal idea generation process? Do you use it? Is it working?
3. Do you have a structured system to compare ideas/projects?
4. Do you have adequate diversity of styles, experience, expertise and other skills involved?
5. Do you have a formal process to look outside for ideas?
6. Do you have a formal approach to simulate, do rapid testing to evaluate prototype ideas?

Development – (Are you effectively and efficiently converting ideas into products?)

1. Do you use a formal stage-gate process to ensure discipline in your advancement decisions?
2. Do you have cross-functional teams evaluate all angles of a development project before and during implementation?
3. Can you change and adapt to meet changing customer and competitor conditions?
4. Is your NPD team delivering better products, and doing it faster and cheaper than in the past? Do you know?
5. Do you have product development metrics in place to drive continuous improvement?

Commercialization – (Are you getting acceptable returns from your product portfolio? Are you getting your “fair” market share?)

1. Are you satisfied with your TTM and ROI metrics?
2. Do you have a formal portfolio management program in place?
3. Are you using a product lifecycle management solution?
4. Are you delivering on the business plan projections?
5. Are you meeting customer needs and doing it first or as a close follower?

Learning – (Are you continuously improving your R, D and C competencies?)

1. Are your people up-to-date on the latest best practices?
2. Is continuous learning encouraged and rewarded?
3. Do you have a formal competitive intelligence effort?
4. Do you benchmark within and outside your industry?
5. Can you list rapid adaptability and successful change management as core competencies?

Rate on a 1-5 scale. (1 is yes (great), 5 is no (poor)). Contact us to see how you stack up.