

GeekSpeak meets SalesTalk: How to get cross-functional product development teams to develop better products faster and cheaper!

Date: **October 12, 2005**

Location: CCE Conference Center
University of Minnesota
1890 Buford Avenue
St. Paul, MN

Investment: \$495 per person, **\$395 before Oct 5**

Registration: 763-494-9096 #3, Fax 763-201-7053
<http://www.improveproducts.com/workshop.seminars.php>

Learning Objectives:

1. Review fundamentals of communication as they play out on innovation teams.
2. Gain awareness of key drivers that can hurt cross-functional communication.
3. Learn methods, tools and skills to improve collaboration on new product development teams.
Communicate your way to success!

8:00 a.m. **Registration**

8:30 a.m. **Course Structure and Personal Objectives**

8:45 a.m. **Importance of Cross-Functional Communication**
-Probability of success in New Product Development (NPD)
-Consequences of poor communication
-Direct benefits of successful cross-functional communication

Forty-six percent of new product development money is spent on products that fail.
Poor cross-functional communication is a major driver of this high failure rate.

9:30 a.m. **Fundamentals of Communication in NPD**
-Communication styles of technical and business people
-Importance of effective listening – Filters, biases
-Personality types-Knowing the sender and receiver
-Constructive disagreement

11:00 a.m. **Challenges of Communication on Innovation Teams**
-Stereotypes and fundamental differences
-Motivational drivers and different thought worlds
-Mission-critical communication

This workshop is for team leaders, team members and intact product development teams that want to **improve their productivity of new product development.**

12:00 p.m. **Lunch**

1:00 p.m. **Ways to improve Cross-Functional Collaboration in NPD**
-Behavioral changes to improve collaboration
-Tactical changes to improve communication
-Organizational improvements to improve effectiveness
-Process enhancements to improve productivity of new product development teams

4:00 p.m. **Wrap Up**
-Key takeaways
-Implementation plan
 -Reinforcement activities
 -Measurement plan
-Feedback on the session

No other training organization provides this type of **highly focused content** in a **participant-centered delivery format** and supports it with **post-training reinforcement and measurement.**