



**Title:** **GeekSpeak meets SalesTalk:** How to improve effectiveness of cross-functional communication on product development teams

**Business Needs Addressed:** Satisfying customer needs is the ultimate purpose of any product or service company. Accurately identifying customer requirements, formulating product specifications that deliver the defined benefits and providing key advantages over competitors are the linchpins to success. Clear, effective and timely communication from customer to developer and back is crucial.

**Who Should Attend:** Work teams, team leaders and managers involved in new product development who are experiencing significant technology changes and an onslaught of fierce competition in their market space. Engineers, scientists, product managers and marketers who must communicate more effectively with customers and other stakeholders along the product lifecycle chain.

**Description of Material:** A one-day program is conducted to cover communication challenges that play out specifically on product development teams. Exercises and real-life examples are used to reinforce the material. Best-in-class case studies will be used where they exist. Tools to improve communication are demonstrated. A participant's guide and supporting examples will be provided. Pertinent reprints are also provided.

**Benefits to Attendees:** Attendees will gain a strong understanding of the root causes of poor cross-functional communication on innovation teams. They will learn tools, skills and principles for improving their effectiveness in turning benefits into features and back again and doing it with fewer misfires and in less time.

**Background of Provider:** *New Productivity Group, LLC* is composed of seasoned business executives with proven skills and extensive experience in new product development, sales, marketing, business development, technology licensing, and training and development. The Principals have managed budgets and processes and provided leadership to technical and commercial people and been accountable for meeting business goals at Fortune 100 multi-national companies. The principals have championed and managed training and on-the-job application for improving technical communication and seen first-hand improved results in innovation and communication using these techniques.





---

## **Program Outline:**

- Learning objectives
- The Problem or Opportunity in New Product Development (NPD)
  - Low success rates of NPD
  - Consequences of interface problems
- Fundamentals of Communication
  - Communication process - Verbal, nonverbal
  - Filters, perspectives, biases
  - Communication and learning styles
  - Constructive disagreement
- Communication Challenges across functions & departments
  - Communication breakdowns – Jargon, perspectives
  - Mission-critical communication
  - Stereotypes and realities
  - Motivators of technical vs. commercial people
  - Conflict management on development teams
- Principles of Technical Communication
  - Fundamental strategies of information design
  - Visual explanations of quantitative information
  - Conceptual scaling - FAB's (Features, Advantages, Benefits)
- Ways to improve cross-functional communication
  - Stage-dependent communication
  - Situational behavior by functions
  - Understanding tactical modes of communication that affect NPD
  - Perceived information quality
- Tools, Structures and Processes to improve cross-functional collaboration
  - Information transparency, speed and accuracy
  - Process maps, scorecards
  - Strengths and Weaknesses of organizational structures, co-location
  - Stage-Gate, PACE, QFD, DFSS
- Action Learning
  - Translating features into benefits – How to improve?
  - Converting benefits into features – How to improve?
- Implementation Plans (WWWWWH)
- Post-training Reinforcement Plan
  - E-mail, Websites, Supporting papers
  - Conference calls, Personal calls
  - Additional Training