

Making Innovation Happen

Design and Development Process – Creating a new development process

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

The task of designing outstanding new products relies on placing the customer at the heart of your innovation strategy.

Putting the right design and development process in place can ensure internal innovation capacity and culture is always driven by customer needs. This one day session will introduce the design and development process.

How can it help?

- Develop a strategy to generate a steady stream of new ideas
- Manage ideas through an established process
- Foster a more innovative and creative culture
- Produce an action plan for change
- Identify winning products and services
- Reduce time to market

Programme outline

Areas covered in this interactive workshop will include:

- New Product Development challenges
- New Process Development – Where is the business currently
- Internal and external process drivers
- Review current NPD process
- Consideration of behaviours to be encouraged
- Process on a page
- Action planning and implementation

Who should attend?

This masterclass can be delivered on company premises and is suitable for small, medium or large businesses.

It will help businesses to identify and develop new product concepts or improvements.

It is anticipated that this masterclass is delivered to a number of individuals from different levels and functions within the business.

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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