

SYNERGISTIC CONCURRENT PRODUCT DEVELOPMENT

How to Achieve and Exploit Synergy between Strategy, People, Process, Tools, & Technology

CONFERENCE AGENDA - Thursday, June 8, 2006

| | | | |
|----------|--|--|--|
| 7:30 AM | Registration / Continental Breakfast | | |
| 8:15 AM | Welcome / Announcements | | |
| 8:30 AM | Keynote: <i>Concurrency as the Umbrella of Best Product Development Practice</i> Peter Fritz, Manager of Technical Training and Education; 3M Corporation | | |
| 9:00 AM | Concurrent Strategy Formulation Will Hill, Vice President of Marketing; Ultracell | | |
| 9:30 AM | Break / Networking | | |
| 9:45 AM | Organizing People: How to Build an Effective Concurrent Team Joan Cullinane, Vice President; Velcro USA | | |
| 10:15 AM | Implementing a Concurrent, Rather Than Serial, PD process John Miller; J.D. Power and Associates | | |
| 10:45 AM | Break / Networking | | |
| 11:00 AM | Breakout I Sessions: | | |
| | <i>Integrating Strategy & People</i> | <i>Integrating Strategy & Process</i> | <i>Integrating Process & People</i> |
| 11:45 AM | Lunch | | |
| 12:30 PM | Breakout I Reports | | |
| 12:45 PM | Tools for Enabling Concurrent Practices Technologies for Creating and Reusing Knowledge Gary Rosen, Vice President; Varian Semiconductor | | |
| 1:45 PM | Breakout II Sessions: | | |
| | <i>Integrating Strategy with Tools & Technologies</i> | <i>Empowering People with Tools & Technologies</i> | <i>Enhancing Processes with Tools & Technologies</i> |
| 2:30 PM | Break / Networking | | |
| 2:45 PM | Breakout II Reports | | |
| 3:00 PM | Pillars of Concurrency Frank Hull; Arizona State University, and Paul Collins; University of Washington | | |
| 3:30 PM | Breakout III Sessions: | | |
| 4:15 PM | Breakout III Reports: <i>What we will try to change in our companies</i> | | |
| 4:30 PM | Wrap up Discussion | | |
| 5:00 PM | Wine-down Reception | | |

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INTERACTIVE WORKSHOPS

Friday, June 9, 2006 8:30 AM – 12:00

Objective: *Applying the Lessons Learned from the Conference to Improvements in Your Company*

Workshop A

Compressing Product Development Cycle Time: Panel Discussion / Workshop

Panelists will be drawn from the dozen companies participating in the Concurrent Engineering Users Group, e.g., Daimler Chrysler, Intel, Lockheed-Martin, Motorola, Textron, US Army ARDEC, Varian Semiconductor, etc. The focus will be on what they are doing to compress cycle time. You will participate in workshop discussions to translate some of their best practices into actions you can take home to your company.

Coordinator: Roger Lundberg; *DaimlerChrysler*
Panelists: Charles Fireng; *Motorola*
Peter Fritz; *3M*
John Tezakis; *Intel*
John Resch; *US Army ARDEC*

Workshop B

Transforming Your Product Creation System: An Experiential Simulation

How do companies transform their PD methods from serial to concurrent? Learn by leading enterprise transformation in a simulated company. Within this company, all the different functions must learn to team together, using discipline processes, to achieve strategic objectives that move from problem solving to problem prevention to opportunity creation. Exercises include brainstorming and process mapping to improve:

- Concurrent strategy formulation and implementation
- Product creation management processes
- Value stream integration from customer, and back to customer

Co-coordinators: Paul Collins; *University of Washington*
Frank Hull; *Arizona State University*
Raconteur: Bob Simmons, *Varian Semiconductor*
Capstone speaker: Chuck McVinney, *McVinney & Company*

Knowing what to do is the starting point;
understanding how gets you to the finish line.

Recall After

| <i>Presentation Method</i> | <i>3 hrs</i> | <i>24 hrs</i> | <i>72 hrs</i> |
|--|---------------------|----------------------|----------------------|
| Hear only (is told) | 70% | 10% | 2% |
| See only (is shown) | 72% | 20% | 10% |
| Hear + See + Do (physical participation) | 95% | 85% | 80% |



What I Hear I Forget



What I See I Remember



What I Do I Understand