

# *Getting the Voice of Customer Right with Concurrency*

Boston University, Continuing Education Center, MA

March 12, 2008

Society of Concurrent Product Development



<b>7:30</b>	<b>Registration / Continental Breakfast</b>
<b>8:00</b>	<b>Welcome / Announcements, Joe Bellefeuille, Conference Manager</b>

## *A. ORGANIZING A CREATIVE CULTURE FOR CUSTOMER FOCUSED INNOVATION*

<b>8:15</b>	<i>Increasing Customer-focused Innovation through Concurrency</i> Peter Fritz, 3M
<b>9:00</b>	<i>The Imperative of Customer Satisfaction</i> Skip March, J.D. Powers Associates
<b>9:30</b>	<i>Access Technologies: A Case Study in Fulfilling Unarticulated Customer Needs</i> Will Hill, Strategy Research Group
<b>10:00</b>	<b>Break / Networking</b>

## *B. STRATEGIES AND PROCESSES FOR CAPTURING VOC FOR INNOVATION*

<b>10:15</b>	<i>Discovery Teams—Ethnographic Wisdom for Product Innovation</i> Jerry Kardas, Strategy Research Group
<b>10:45</b>	<i>VoC Methods and Tools for Dummies</i> Beebe Nelson, IAPD
<b>11:15</b>	<i>Panel Discussion, Don Hardenbrook, Coordinator</i>
<b>11:45</b>	<b>Lunch</b>

## *C. INTEGRATING CPD WITH VOC METHODS*

<b>12:30</b>	<i>Processes and Methods for Capturing VoC for Breakthrough Innovations</i> Peter Flentov, 20/20 Innovation		
<b>1:00</b>	<i>Making VoC Practices Pay-off by Deploying the Pillars of Concurrency</i> Frank Hull, Cass Business School and Paul Collins, University of Washington		
<b>1:30</b>	<b>Break / Networking</b>		
<b>1:45</b>	<i>Breakout Session: Getting the Voice of Your Customers Right</i>		
	<u>TRACK A:</u> LEAD CUSTOMER INVOLVEMENT AND ETHNOGRAPHIC METHODS	<u>TRACK B:</u> ANALYTICAL METHODS AND TOOLS FOR CAPTURING VOC	<u>TRACK C:</u> INTEGRATING VOC WITH THE PILLARS OF CONCURRENT PRACTICE
<b>3:00</b>	<i>Breakout Reports and Discussion</i>		
<b>3:45</b>	<i>What will you do differently when you get back to work?</i>		
<b>4:30</b>	<b>Networking Reception &amp; Departures</b>		

## Presenters

**Joe Bellefeuille, VP of Conferences for SCPD**, is an Adjunct Professor at Suffolk university after a long career at Bell Labs.

**Peter Fritz, 3M**, has spent over twenty-three years facing the customer in various product development roles at 3M. Until recently he was manager of Technical Education for 3M where was responsible for delivering meaningful educational content to 10,000 technical employees worldwide. He currently is manager of outsource manufacturing for Automotive Aftermarket Division. This includes a large portfolio of global partner/vendors supporting a \$500+ million abrasives business. Peter is also president of the **Society of Concurrent Product Development**.

**Andrew “Skip” March**, has been with **J. D. Power and Associates** for over a decade. He played an instrumental role in the development and execution of the J.D. Power Call Center Certification Program and authored their Cross-Industry Call Center Report. His functional specializations are in call center leadership development, customer and employee satisfaction, customer retention/loyalty, and implementing Customer Relationship Management strategies. Analysis of customer perceptions, attitudes and priorities along with understanding of the clients’ market, product, business model and competitive position are used to develop and provide specific and actionable recommendations.

**Will Hill, Strategy Research Group**, leads as its chief executive. As Vice-President of Engineering and Technology at **The Stanley Works**, Will and his team established a customer driven new product planning and development process. Of 700 new products, many received awards for innovation including eight *IDEA* awards for outstanding product design from the Industrial Design Society of America (Industrial Design Excellence Awards & Business Week). One of their businesses, Access Technologies is a textbook case in fulfilling an unarticulated customer need.

**Beebe Nelson** is Director of the **International Association for Product Development**. Beebe holds a masters degree in counseling and a doctorate in philosophy from Harvard University. She was lead facilitator for the Product Development and Management Association’s Frontier Dialogues and served as Book Review Editor for the Journal of Product Innovation Management from 1999 to 2003. Her new book, New Product Development for Dummies (Wiley, 2007), co-authored by Robin Karol, presents the basics of what innovating companies have learned in the nearly two decades since she began her consulting career as a member of the New Product Delivery Support Center at Polaroid Corporation. She is currently working on a new book, The Collaborative Intelligence of Innovators.

**Don Hardenbrook, Strategy Research Group**, after many years at Intel has recently started his own consulting business.

**Jerry Kardas, Strategy Research Group**, directs its conferencing and technical education programs. He has served as Director of Technical Education for **Reed Exhibitions** and as Global Director of Product Development at **The Stanley Works**. At Stanley he facilitated the training of over 500 cross-functional leaders and team members as well as the deployment of “Discovery Teams,” to observe and interview customers to identify unarticulated needs.

**Peter Flentov** is a founder of 20/20 Innovation LLC, a strategic consultancy based in Boston, MA that helps clients identify and exploit opportunities to create new value through innovation. Prior to 20/20 Innovation Peter was part of the management team at Product Genesis, a strategic product development and design consultancy that was spun out of MIT’s Centre for Innovation in 1986. Peter developed BreakPoint Innovation, a robust methodology that brings structure and discipline to the “fuzzy front-end” of the innovation. This evolved into Innovation Catalyst™, an end-to-end approach that can be used for business model and business process innovation as well as market and product innovation. Peter holds 17 issued patents. He is President of the New England Chapter of the Product Development and Management Association.

**Frank Hull** is co-director of the **Strategy Research Institute** and an Honorary Visiting Professor at the Cass Business School. Frank has authored many research papers. His books include Generating and Commercializing Ideas in Research and Development Organizations and Service Innovation. Frank has teamed with Professor Paul Collins to publish several articles in SCPD’s *Concurrency*, e.g., “Cost Effective Innovation” and “Integrating the Voice of the Customer.”