

# Radically Accelerate and Improve New Product Development

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**BUSINESS CHALLENGE:** The business environment is changing faster than many companies are changing to keep up with it. This problem manifests itself in multiple ways, one of which is new product and new business development. Many of the old “tried and true” new product development (NPD) processes and techniques are no longer producing enough or big enough results to meet the growth goals and aspirations of the organization (or business unit). In many cases, the organization is running a traditional stage-gate process, just as the “book” would tell them to. But in the new business environment, it is unable to keep up with the pace of change in the marketplace.

Some typical indicators of this (indicative problems) that we’ve seen are:

- Not enough good ideas into the front end of the process in the first place...
- Not enough good (and big) ideas getting commercialized...
- Commercialization is taking too long. It’s moving too slow.
- Our portfolio is filled with incremental ideas. Few “game-breakers” or “home runs”
- In general, we’re just not getting the “juice” we need out our NPD process

**WHAT DO YOU DO?** Apply new techniques and approaches to new product development and commercialization that drive a different level of growth through innovation. This includes: developing new perspectives and techniques that lead to new ideas with significant growth potential and greater strategic fit; and re-tooling commercialization processes so they can de-risk new opportunities and get them to market faster. All of these call for new ways of looking at and changing stage-gate processes and techniques. We will share tools and approaches that plug in to your existing processes and provide step-level changes in performance to those processes. We will also share how our experience assisting marketing and NPD/NBD organizations to develop the skills and capabilities to use new tools and techniques better suited to today’s fast-changing business environment.

BIO:

**Lloyd Switzer** is a Director of Strategos. Strategos is a Strategic Innovation firm focused on driving innovation and innovation capability with their clients. Lloyd's work at Strategos has focused on assisting clients with their innovation and strategy development processes. His work in this area has reached across multiple industries including specialty chemicals, consumer products, pharmaceuticals and aerospace.