



Be part of the conversation! – New Product Development

This workshop is for those who want to take their **New Product Development** efforts a step up. You've launched several products in the past, you may have a team to manage and you want to learn how to improve.

When it comes to new product development (NPD) the challenges for most CEO's are:

- poor ROI - GM\$
- cost of re-work, complaints,
- impact of NPD on BAU
- poor communication - poor visibility, unaligned team,
- hard to predict

and for most PD managers:

- NPD isn't fun, "I'd love to do things better but am already working 60hrs/wk."
- I'm stressed, not enjoying my job
- I can't get through to the management team.

This session is a conversation. Saskia will share her learnings & insights, some of the common traps and how to prevent them and she will share some of the latest thinking to improve NPD. As a participant, you will leave this session with new connections, tips and tricks to lift the effectiveness of your NPD efforts, draft plans and tools ready to implement in your workplace.

You will gain the insights to help your organisation improve ROI on NPD and be more successful on the international stage. - Faster, better, more profitable NPD with more fun. A consistent pipeline of new products. Because "when NPD flows, everyone is happy!"

Please come prepared to work through your own product development challenges.

About Saskia van der Geest:

Saskia helps organisations to design better products/services faster. She specialises in improving productivity to help your team deliver a consistent flow of new products 'faster, better, and more profitable' and with more fun! She has a passion for progress and an obsession with implementation. She is driven to help people to deliver great work. She loves seeing teams deliver their craft together beautifully. Saskia has a very practical approach, with a people lens. She makes the complex easy. It gives you time back in your day, so you can do your job better.

Born in the Netherlands and based in Queenstown, New Zealand, Saskia is backed by the rare mix of a Master's degree in Industrial Design Engineering from Technische Universiteit Delft (one of the best in Europe) and a marketing degree and has worked as a speaker, trainer, coach, facilitator, mentor with many of the top national companies over the past 20 years.

Your investment:

\$400 incl GST

This course is subject to minimum numbers. Registrants will be advised if course is proceeding after registration closes 5pm Wednesday 16th June.

REGISTER AT: <https://www.nzifst.org.nz/page-18129>