



## Stage and Gate Innovation Processes

### Introducing Stage Gate Logic for Improved Commercialisation

A highly interactive workshop that explores the need for structured management processes in the commercialisation of new products and services. The workshop is designed to engage multi-disciplinary teams within an organisation to challenge their current practices and participate in developing the outline for a new process that can subsequently be developed and implemented. Follow on project management support can be provided if required.

Amidst fierce and fast global competition, staying in business is about staying ahead. The most successful companies demonstrate a strategic focus on innovation and its role in achieving sustainable and profitable growth. The management of innovation needs to be closely aligned to strategy and this requires a suitable planning and review process to ensure repeatable success.

#### Applying stage and gate logic will:

- Accelerate delivery of new products and services
- Spot and back more winners in the innovation race
- Ensure investment is properly targeted to the innovations with the most potential
- Develop a way of sifting and evaluating opportunities to maximise return and ensure only profitable projects are taken on
- Minimise waste, rework, mistakes and apologies
- Develop products and services to a higher functional quality
- Overcome barriers to innovation
- Manage risk

Designed for leaders and key managers across a range of functions participating in the development of new products or services, Stage Gate Innovation Processes will provide practical steps to give any organisation a strategic advantage. The workshop will tackle problems such as:

- Why do innovation projects fail?
- How do we know which projects to back?
- When should we make 'no' or 'go' decisions?
- How can technology readiness levels be used to assess development projects?
- How do you successfully manage and prioritise a portfolio of innovations?
- How do you manage multi-functional activities and decisions?

#### Our Approach

Our workshops are delivered by skilled facilitators, experienced in innovation and developing and implementing new processes. The workshop is flexible and can be tailored according to time and the needs of the audience. For example, we have run concurrent workshops in larger organisations over 3-4 days, and then established and mentored internal project teams to develop and implement documented processes. Input from workshop facilitators will be used to frame key topics, but participants will be encouraged to discuss issues relevant to their organisation.

An objective approach to improving innovation capability and capacity, providing a greater ROI from innovation activities.

For more information  
call us on **+44 (0) 151 347 2900**  
or email [kams@ctechinnovation.com](mailto:kams@ctechinnovation.com)

