

Agile Voice-of-Customer: Identifying Needs, Generating Ideas, and Validating Concepts – Faster

“Building in voice of the customer (VOC) research is one of the strongest drivers of new product profitability. However, the great majority of companies miss the mark here – with insufficient VOC work and no fact-based customer insights.”

*—Robert G. Cooper,
World-renowned Innovation
Expert*



Learn the FIVE components of effective VOC:

- *(F) Foundational Knowledge: What are your customers' unmet needs? How can you ensure your ideas are different from the competition?*
- *(I) Ideation: How might you better leverage the ideas of customers in new product development?*
- *(V) Validation: What are your options for including customer feedback as you progress through your Stage-Gate® process? How do you utilize Agile VOC to lock down an Integrated Product Definition?*
- *(E) Execution: What skills and resources will your team need to conduct best-in-class VOC?*



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Attend this workshop to learn how to address the FIVE components of effective VOC.

Day One

- 7:30 Registration
- 8:00 **Introduction & Agenda**
- 8:30 **Agile VOC in the Front-end and Within Stage-Gate**
- 9:00 **The Most Common VOC Methods: Strengths and Weaknesses of Each**
- 9:30 **Making the Case for VOC**
- 10:00 Networking Break
- 10:15 **Team Assignment: Are You Listening?**
- 11:00 **Team Assignment: Are You Watching?**
- 12:00 Networking Lunch
- 1:00 **Are You Hearing? - Part One**
- 2:45 Networking Break
- 3:00 **Are You Hearing? - Part Two**
- 4:00 Closing Comments / Q&A

Day Two

- 8:00 Introduction & Agenda
- 8:30 **Prioritizing Your Efforts: Techniques to Focus on the Most Important Customer Needs, Product Benefits, and Product Features**
- 10:00 Networking Break
- 10:15 **Generating Ideas and Preliminary Concepts**
- 11:30 Networking Lunch
- 12:30 **Building Product Concepts**
- 1:30 Networking Break
- 1:45 **Using VOC Inside Your Stage-Gate® Process to Validate Your Project**
- 3:00 **Building an Action Plan**
- 3:45 **Understanding the People Skills and Resources Required for VOC**
- 4:20 Closing Comments / Q&A

Register today!

www.stage-gate.com

PROGRAM INFORMATION

ENROLLMENT FEE: \$1495 USD/person. Fee includes all workshop materials, luncheons, and refreshment breaks.

LOCATION AND ACCOMMODATIONS: Visit www.stage-gate.com for more information.

FLEXIBLE CANCELLATION OPTIONS:

- Simply provide written notice 30 days prior to the event and receive a full credit voucher, or a refund, less a \$200 USD fee
- Alternatively, send a substitute, or receive the workshop materials

QUESTIONS? Please contact Sue Phillips at sue.phillips@stage-gate.com or +1-905-637-8797 ext. 231.