Achieving Quality and Speed:
In Three Easy Hacks

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Some of the great products that I developed or lead development on in my 30+ years

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Some of the horrible catastrophes that I was responsible for over my 30+ years....

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There are no pictures as they were either killed immediately or never made it to market!

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There are more failures than there are successes, but
the failures highlighted the opportunity to do things better…
HOW TO BE DISRUPTIVE

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How many of you have felt like this…

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The Problem

- Companies are stressing the importance of speed, without emphasizing the criticality of quality

- There is pressure to put out "the next big thing" to keep customers and consumers happy and interested

- Industries are too focused on features and benefits versus solving the consumer struggle

- The "Cost of Quality" is not regularly measured and is not part of any P&L

- Utilization of assets and getting efficiency is prioritized over consumer struggle

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Solving The Problem….

Here are three simple shifts in thinking that will improve your success rate with product development and other aspects of your life…

1   **The Struggle is REAL**

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Solving The Problem….

Here are three simple shifts in thinking that will improve your success rate with product development and other aspects of your life…

1   The Struggle is REAL

2   The Kick Off

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Solving The Problem….

Here are three simple shifts in thinking that will improve your success rate with product development and other aspects of your life…

1   The Struggle is REAL

2   The Kick Off

3   Everything is a System

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1 The Struggle is REAL

Developing a product based on new benefits and features results in a lot of over engineered inventory.

SMART MUG

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1 The Consumer Struggle is REAL

Not every commute is the same. This is not something that more bells and whistles can solve. It is the context of the struggle and the hacks that are currently being used that are the unlock to the white space.

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1 THE HACK

Utilizing tools like JOBS TO BE DONE, helps to understand the consumer struggle by asking questions about previous life experiences and what causes the consumers hire or fire different solutions.   The secret is in asking the questions and listening to the answer without adding bias.

This doesn't take the place of doing Jobs To Be Done, but it is a good gut check.
CAN YOU FILL IN THIS SENTENCE FOR YOUR TARGET CONSUMER? CUSTOMER?

WHEN I AM _____, I DO _____, SO I CAN_____

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2 Importance of a Good Kick Off

Seems remedial, but your Kick Off Meeting sets the stage for the extended cross functional team to align on the mission, expectations and nuances of your project. Without it, interpretation takes over.

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Importance of a Good Kick Off

The opportunities of a good kick off.... The 5 C's

Clarity on the Story, Scope and Success

Create a Community

Culture Of NO FEAR

Check In

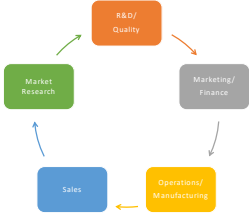**C**elebrate Wins, Learn from the Misses

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Importance of a Good Kick Off

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THE HACK

What is the construct of a good Kick Off Meeting? This is not the entire algorithm, but these are a couple of tips to get going in the right direction.

Who needs to come to the meeting?

R&D/ Quality

Marketing/ Finance

Market Research

Operations/ Manufacturing

Sales
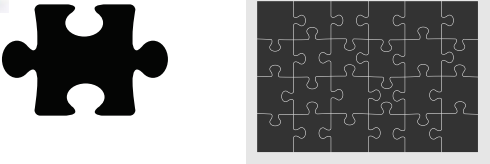
Some questions to elevate at the meeting?

- Are the expectations achievable and ownable?
- What are going to be the risks for your team?
- What gaps does your team have?
- How will you communicate with each other?

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3 Thinking in a SYSTEM

Thinking about a product, one attribute at a time is risky as the interactions are not considered
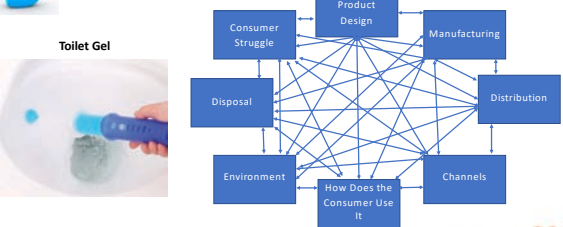
When developing a "bundle" the pieces need to fit together and play in harmony… as a SYSTEM.

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3 Thinking in a SYSTEM

Toilet Gel
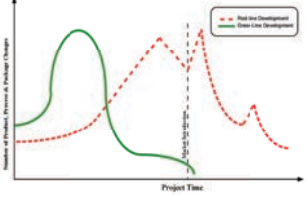
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3 Thinking in a SYSTEM

Green Line Development is a philosophy that requires you to think proactively and systematically about the product development process. It is rooted in principles and tools that are anticipatory in nature.

- 80% of a product-line's life-cycle costs are fixed by the decisions made within the first 10% of the program's development time.

- The costs of reacting (e.g., redesigning products, changing suppliers, etc.) escalate in an exponential way as the work advances into later phases of development.

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