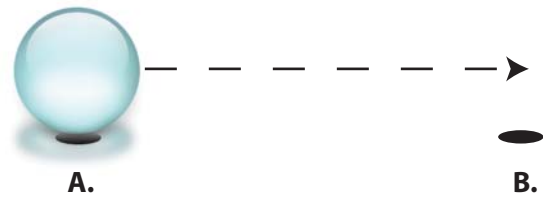




## TOPLINE GROWTH: *LEAN PRODUCT DEVELOPMENT*

Over the past 20 years the Lean Product Development methodology has helped thousands of companies accelerate their growth rates and their profitability by reducing product development waste, time to market, and manufacturing cost. It enables your development teams to be innovative and productive, resulting in more new and exciting products at less cost and time. Results include:

- **20% – 60% Reduction in Design Cycle Times**
- **>50% Improvement in Resource Utilization**
- **10% – 50% Increase in Gross Margins**
- **>30% Gain in Product Design Capacity**
- **Dramatic Improvement in Schedule Predictability**



### *COMPANIES TYPICALLY ADOPT LEAN PRODUCT DEVELOPMENT BECAUSE THEY ARE EXPERIENCING:*

- **Significant market shifts**
- **Falling market share**
- **Poor return on R&D investment**
- **Dramatic culture change**
- **Decreasing margins and increasing costs**
- **Exponential growth**



***In nearly all companies the time employees spend doing value-added work is only 20%.***

Most companies already have development processes and procedures in place, and most are unhappy with the results. They still suffer from lack of resources, lengthy development times, missed cost targets, and an overall inability to “get the product out the door”. If you already use a phased or staged process, Lean Product Development tools and techniques will fill in the gaps to make it stronger. If your existing process just is not working, Lean Product Development is also the optimal all-inclusive process for companies of all sizes because it follows a project’s natural workflow, not arbitrary checklists and gate reviews. It has a light management touch - meaning improved communication and decision-making, but with less reporting, paperwork, meetings, and waiting. Team members enjoy the process because it frees them to do what they love – engineering, creating and innovating.

Lean Product Development is NOT about eliminating jobs or making employees work harder. In nearly all companies the time employees spend doing value-added work is only 20%. The remaining 80% is wasted effort. Employees are busier than ever with paperwork, reports, meetings, reviews and emails, but very few of the work requirements imposed on employees actually add to customer value. Lean Product Development delivers the tools and training to improve the process, eliminate the waste, and increase capacity with existing resources.

*See other side for Testimonials*

**To learn more, call (864) 414-8458, visit [scmep.org](http://scmep.org) or email [cwayne@scmep.org](mailto:cwayne@scmep.org)**



## **TESTIMONIALS:**

“The Lean PD toolbox has been instrumental in Parker Hannifin’s quest to transition our 90-plus operating divisions toward “Lean New Product Development.” Over an 18 month period all of our key operating division staff managers participated in Lean PD training. The feedback and results associated with this major corporate program has exceeded our expectations. Our divisions’ response has been extremely positive!”

Nick Vande Steeg  
Senior Vice President and Operating Officer  
Parker Hannifin Corporation

“The lean PD toolbox has been instrumental to Boston Scientific’s movement toward a highly efficient and effective product development business model. We have found the methodologies easy to implement, and the results to be lasting and highly measurable. Most importantly, these techniques are ready made to be culturally embedded at all organizational levels.”

Philip Ebeling  
Director – Program Management  
Boston Scientific Corporation

“At Goodrich Corporation our New Product Introduction (NPI) process adopted the Lean Product Development tools and methods. Not only did we make dramatic improvements in development cost, time-to-market, and customer satisfaction, but we created a positive culture of removing waste in the entire NPI process. Goodrich institutionalized lean PD tools into our NPI process and due to direct employee involvement had the critical mass required to sustain an organizational cultural change. “

Tim Matuseski  
Director of Engineering  
Goodrich Corporation, Sensor Systems

“Changing a culture is never an easy task. We put 60 people through a 3-day training session on Lean Design and saw immediate improvements in bringing meaningful innovation to market at a significantly lower cost. Even our most jaded technical professionals walked away feeling it was time well spent.”

Jeff Bowman  
Vice President of Engineering  
Cascade Designs, Inc.

“The Lean PD methodology provided the motivation to energize our New Product Development process around multidiscipline, co-located platform teams equipped with a new tool box of lean values. Results from these teams included zero slippage for 12 new successful product launches. Cost, quality and performance metrics were all exceeded. Coupling the voice of the customer with a focused discipline to drive out waste and simplify at every stage allowed us to deliver an accelerated product portfolio at a significantly lower investment. Unburdened from waste, innovation flourished.”

Jon W. Simons  
Vice President of Technology  
Rockwell Automation / Allen-Bradley



**Contact us for your free spreadsheet-based self-assessment tool.  
Use it to evaluate your own product development process and results.**