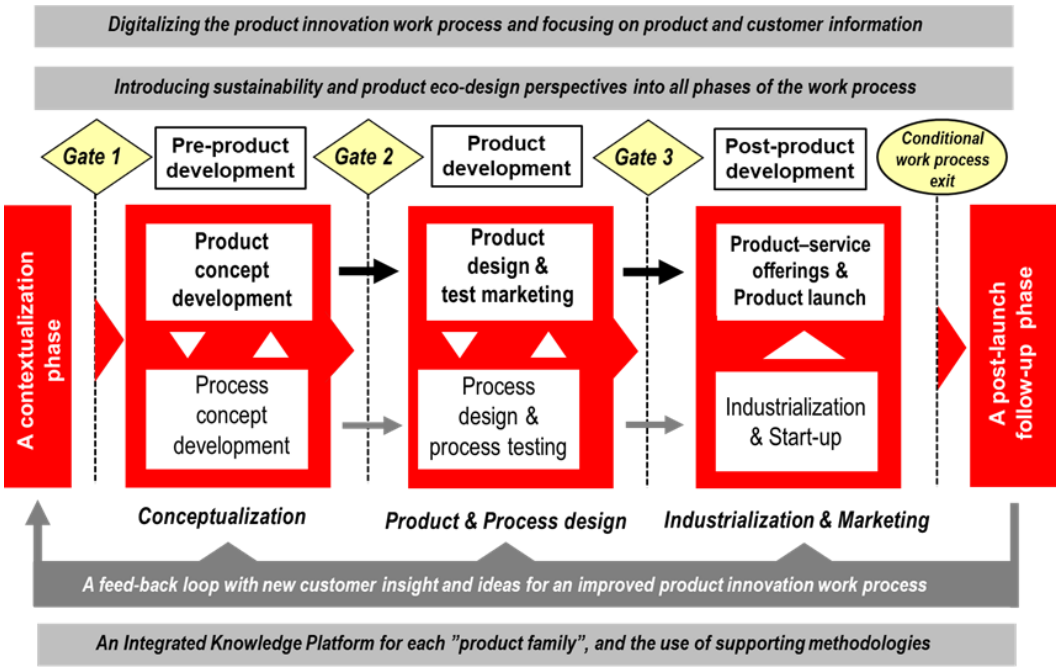
MANAGING PRODUCT INNOVATION IN THE PROCESS INDUSTRIES

Revitalize and redesign the product innovation work process for an enhanced development of non-assembled products



A novel generic "structural process model" serving as a guiding template for an enhanced work process design

Welcome to share blinab philosophy, working practices, and novel academic insight, and transform your existing Stage-Gate decision model into a streamlined operational product innovation work process to meet emerging process-industrial conditions and challenges

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Performance in innovation

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Three overarching initiatives of growing importance for a redesign of your product innovation work process

- ***Boost*** *a sustainability perspective and organizational mindset for company transformation into CO_2-neutrality, in the incorporation of product and process eco-design perspectives throughout the total product innovation work process, from ideation to product launch.*
- ***Pick up*** *and deploy new and well-proven tools for digitalization of select areas of your product innovation work process and secure digitalized customer and product information in an Integrated Knowledge Platform (IKP) for individual product families.*
- ***Orchestrate*** *a more dynamic integration of product and process innovation and design during all phases of the product innovation work process.*

Six phase-related actions of importance to consider in your development of an enhanced work process configuration

- ***Align*** *new product ideas with your company business model, product innovation strategy and product portfolio, in the development of well-defined and integrated "product briefs", process briefs", and "raw material briefs" during the Contextualization phase in pre-product development.*
- ***Transform*** *product ideas into multiple, integrated, well-defined, measurable "product concepts", "process concepts", and "raw material concepts" during the Pre-product development phase, taking the fuzziness out of the fuzzy front-end.*
- ***Delineate*** *alternative product development routes and scale-up (simulation, laboratory testing, full-scale production trials, demonstration), in the perspective of innovation efficiency, cost efficiency, and time to market, moving product ideas from conceptualization to industrialization during the product development phase.*
- ***Integrate*** *the "industrialization process" into your product innovation work process and secure early equipment and technology suppliers' involvement and the design of flexible long-term production capabilities, taking the "bumpiness" out of the bumpy back-end of industrialization and start-up.*
- ***Uncover*** *your company PSO strategy and start an early development of product-service offerings during conceptualization. Invigorate the use of Application Development as a service to business-to-business customers after product launch, marking a step-by-step transformation from a product supplier to a solution provider during an extended post-product follow-up phase.*
- ***Take advantage*** *of Innovation methodologies and Design Thinking as supporting instruments and tools for efficient product innovation and develop a company specific "tool-box" supported by select company "super-users" – from customer understanding to design for processability.*

An in-house seminar and a "mini workshop" related to the enhancement of your company product innovation process

This one-day event can be convened together with a cross-functional group from company different organizational areas, alternatively together with the R&D management team, or as a private discussion solely with the company "owner" of the product innovation work process. A tentative agenda is as follows:

09.00 – 09.20 Short delegate presentation and program introduction

09.20 – 09.35 Manufacturing characteristics and product innovation intricacies in the development of non-assembled products in the "family" of process industries

09.35 – 09.50 Business process management fundamentals and a review of the traditional Stage-Gate decision model for assembly-based industries

09.50 – 10.20 Introducing the new reseach-based "structural model" and "guiding famework" for company design or reconfiguration of an innovation work process for non-assembled products in the process industries

10.20 – 10.40 Coffeebreak and follow-up questions

10.40 – 12.00 A detailed review of the contents of the individual phases of the new structural model

12.00 – 13.00 Lunch

13.00 – 13.40 Complementary perspectives on the design of a product innovation work process

13.40 – 14.30 Company presentation of the existing product innovation work process, and/or internal ideas for a further development of a new product innovation work process

14.30 – 15.00 A "round-table" discussion of the potential usefulness of the "new structural model" in the design or re-design of an improved company product innovation work process

15.00 – 15.30 Coffee, finishing discussions, and a way forward

Expected outcomes

- ***Pick up*** *new work process dimensions and "hands on" aspects for implementation in your existing product innovation work process for an improved design and delivery of new or improved products.*
- ***Challenge*** *your existing work process to accommodate upcoming opportunities and new operational conditions with a stronger focus on eco-product design and digitalization of product and customer knowledge.*
- ***Learn*** *to deploy the new five-stage generic "structural process model" adapted to process-industrial conditions as a template for the transformation of your work process into a shared, visual, and actionable work process.*

An opportunity to interact with Professor Dr. Dr. Thomas Lager

"In a strategic perspective on product innovation, a competitive product portfolio does not as such constitute an intangible company asset of a ***dynamic capability****; rather, the latter is more related to an underlying, unique, and continually renewed product innovation work process, driving innovation and the delivery of new or improved products."*

Thomas Lager

Thomas Lager is a leading international scholar, independent advisor and consultant in the area of Innovation and Production Management in the Process Industries. Uncover new important perspectives on an enhanced product innovation work process grounded in his recent comprehensive research program together with world leading companies and major players on the global market from different sectors of the process industries.

"Performance in innovation"

The blinab company, located close to the city of Stockholm, Sweden, is a "boutique" management consultancy; please visit our website for more details on our supporting services (**www.blinab.com**). Thomas Lager, an affiliated Professor at Mälardalen University, School of Innovation, Design and Engineering in Sweden is blinab's principal consultant in the area of Innovation & Production Management in the Process Industries.

BIO-express: Thomas Lager holds an MS degree in Mining Engineering from the Royal Institute of Technology in Sweden. He has a PhD in Mineral Processing and a PhD in Business Administration and Economics from Luleå University of Technology. He was previously Professor and Chair of Innovation Management at University Mohammed VI Polytechnique in Morocco and an affiliated Professor at Grenoble Ecole de Management in France. Earlier, he was an adjunct Professor and Director of the Centre for Management of Innovation and Technology in the Process Industry at Luleå University of Technology in Sweden. He has served 15 years in the Process Industries in Sweden and Africa, mainly in the capacity of Innovation or Production Manager.