

INCOSE Chicagoland April Meeting



Locations:

Topic: *Exploratory PD™: An Adaptive Product Development Process for a Complex World*

Presenters: **Mary Drotar & Kathy Morrissey**

Date: Thursday, April 21, 2016

Agenda: 6:00-6:30 p.m. CT – Dinner & Networking
6:30-6:45 p.m. CT – Introductions & Announcements
6:45-8:00 p.m. CT – Presentation and Q&A

1. **Schaumburg, IL** – IBM, 10 N Martingale, Schaumburg, IL 60173 (3rd floor conference room)
2. **Lake Forest, IL** – Pfizer (formerly Hospira), 375 N. Field Drive, Building H3, Lake Forest, IL 60045 (1st Floor R&D Innovation Conference Room)
3. **Madison, WI** – bb7, 7 Fen Oak Ct., Madison, WI 53718 (Mendota Conference Room)

Abstract

This session will provide an alternative approach to the traditional phased and gated process, called Exploratory PD (ExPD). With ExPD, project uncertainty drives the process versus prescribed documentation and activities. ExPD is reviewed with over 100 product development practitioners and academics, including conducting two pilots. The benefits of ExPD are speed, strategic alignment, making uncertainties visible throughout project, developing products that start with the customer, real-time project prioritization and resource optimization, learning fast from key uncertainties and killing projects quickly, adaptability, decreased bureaucracy and paperwork, better decision-making through team empowerment. ExPD is robust in that it integrates all the important product development system elements; including strategy, process, portfolio management, market understanding, metrics and teams. In addition, we will discuss what it takes to implement ExPD, and if companies are ready to move towards a more adaptive way of developing products. To learn more go to www.exploratorypd.com

About Our Speakers

Mary Drotar and Kathy Morrissey are both Partners and co-founders of Strategy 2 Market www.strategy2market.com, a boutique consulting firm that specializes in product development. They have MBA's from the University of Chicago, and they recently graduated from the Lean Launch Pad Educators Seminar at the University of California, Berkeley. Mary & Kathy also work part-time for the University of Chicago, as Faculty Coaches for the New Product Development and Market Research Lab courses.

Questions?: For more information, go to <http://www.incose.org/Chicagoland/>.