

## Lean Product Development

*“Product design is the team activity that we do worse than any other team effort in our society.”*

*– Ron Mascitelli, Founder,  
Technology Perspectives*

### Free Team Assessment

ITAC will work with your design team and stakeholders to identify areas of greatest opportunity for improvement

### Full Day Training

A hands-on “101” overview of the tools your company needs to build a disciplined product development core competency.

### Customized Half-Day Workshops

Highlights include: *Rapid Product Execution Toolkit, The Twenty Cost Lever Trade-off Tool, and Value Stream Mapping for Product Development.*

### Product Development Coaching

ITAC coaches will help you to meet your ongoing product development goals.

# IMPROVE PRODUCT DEVELOPMENT EFFICIENCY AND SLASH TIME-TO-MARKET

## Higher total returns from products

Lean Product Development is a proven set of world-class tools for process improvement, communication, decision-making, and project execution. Using these tools, your firm can achieve early entry into the marketplace, yielding higher initial profits, and greater total cash flow for each product.

### *Top 10 sources of product development waste:*

1. **Chaotic work environment – constant interruptions**
2. **Lack of available resources – resource bottlenecks**
3. **Lack of clear project and task prioritization**
4. **Poor communication across functional barriers**
5. **Poorly defined product requirements**
6. **Disruptive changes to product requirements**
7. **Lack of early consideration of manufacturability**
8. **Over-designing, analysis paralysis, gold-plating**
9. **Too much time spent in meetings**
10. **Email overload – the daily avalanche**

***Lean Product Development brings common sense tools to your firm and helps you address these problems.***

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***ITAC: committed to growing NYC businesses***