



New Products and Services Development Program

The New Products & Services Development Program (NPSD) is a two-day workshop designed to give you a hands-on understanding of the key challenges, concepts, tools and methodologies for planning and executing new product and service innovation. It is organized by the William Davidson Institute at the University of Michigan, in cooperation with the Stockholm School of Economics in Riga.

The NPSD Program is for mid and high-level executives who have either departmental-functional or program-project responsibilities that initiate, plan, support and execute new product and service innovations in their organizations. These include: general managers, VPs and managers, brand managers, design and engineering managers, project and program managers.

Upon completion of the program, you will:

- better understand how the various corporate and external actors collaborate in NPSD activities;
- have frameworks to guide the strategic and tactical activities in NPSD;
- have a set of methodologies for managing and improving NPSD;
- understand the key role that NPSD plays during periods of economic crisis.

Then you will be able to:

- drive innovation and new business development in your organization;
- create and implement an effective new product and service innovation system in your organization;
- introduce specific methods and tools on the program and project level;
- create a culture of learning and improvement for the NPSD activities in your organization.

The program will combine interactive lectures, discussion, cases, exercises, and other experiential activities. Materials will include executive and business readings and cases. Time will be allocated to discuss your organization's product and service innovation challenges and goals.