

Management Crossing

First-Rate Moves. To Work the Challenges.™

Seminar/Workshop-Description

Product Case > Crossing

Increase success of products substantially.

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Delivery method: inhouse seminar/workshop, 2-3 days

Goals and topics: to choose at <http://www.productcrossing.com>

<http://www.managementcrossing.com>

Product >Crossing

... it moves beyond Product Management !!!

Goals and Topics

- **Product >Crossing** Create a better base for managing with products - learn methods which combine product management with up to 25 further management procedures such as customer orientation, process-optimisation and leadership.
- **Product Cases** Built new concentration on central and decisive product cases . Get integrated, effective and cross-functional case solutions e.g. realistic and complete product planning, effective product alignments and continuing product steering.
- **Product >Crossing Drivers** Use five organization levers to achieve desired improvements of product work: first success, best practice exchange, product cases, scorecard measures, productive mode switches.
- **Product >Crossing LearnWay** Revitalise, streamline and reorient your views, overcome personal borderlines and enable yourself for entrepreneurial acting.
- **Product >Crossing Result Levels** Maximize results of your learning investment on up to four levels: personal growth, product work quality, business success, with guarantee.
- **Product >Crossing Measures** State quality of product management and improvement success by using specific measures. Make turning to practice a major issue.
- **Seminar Benefits** Beside others you get the **Product Case >Crossing Roadmap**, the **Product Case >Crossing Handbook-CD** and the **Product Case >Crossing-Certificate**.

>Crossing
Merge for Results.™

1. Seminar Goals: More and better than just Product Management !

Today product work is characterized by extreme timelines, high expectations, heavily restraint budgets and the urgent need for internal coordination. To meet these challenges in everyday corporate life, you need more than just product management, you need:

- to establish **entrepreneurial product management** combined with additional **management techniques for product success**, e.g. leadership, risk and conflict management, process optimisation,
- to use **existing strengths** (such as product processes that work well) and **best practices** (such as proven management techniques) more consistently,
- to develop **additional product work capabilities** and effective ways which enable product staff and executives to **handle critical product cases** using the best available know-how (such as the reaching of product results, realizing effective product control).

Product >Crossing offers skills and methods for product work and multi-product programs going **beyond existing product management procedures**. It has new answers for today's challenges and provides significant added value in managing products.

Product >Crossing is a **high-quality alternative to classic product management** and leads to advantages like meeting product goals, better product results und higher efficiency of product work. In addition it is a **valuable add-on** for companies and people already practicing product management and looking for further skills.

You can use it for **all kinds of product and services** on all stages of the product life cycle as well as for **product groups**

The **Product Case >Crossing Seminar** introduces you to **Product >Crossing** in detail and develops insights, abilities and hands-on concepts for **selected product cases**. Solutions you get will definitely **go beyond Product Management**.

So today you may choose to run and attend a traditional Product Management seminar - or better the **Product Case >Crossing Seminar**.

Includes:

Product Case >Crossing Roadmap
Product Case >Crossing Certificate
Product Case >Crossing Handbook-CD

2. Seminar Themes: Product Case Solutions

Depending on the demands of the business, the complexity of the product and the given situation, product success is influenced by the art of mastering a limited number of **Product Cases**. You will learn how Product >Crossing works and the course offers you a choice of the most relevant product capabilities to run your product work successfully. We will look for **integrated, effective and cross-functional** solutions for these cases: (*)

Product philosophy and product matrix

- Realization of a strong product philosophy and culture, understanding of best-in-class methods and practices, understanding differences.
- Interpretation of the product/line matrix organization.
- Establishing top level organisation and technical structures for strong product work.

Strategic product steering

- Creating the product strategy, aligning product plans with the strategy, product segmentation.
- Creating the product fact basis: internal facts, external facts.

Product Start Up

- Assembling the product business case description / product master plan.
- Preparing the product launch roadmap.

Communication, Cooperation, Influencing

- Create positive product pressure and conflict handling steps.
- Push up product work performance by direct motivation efforts.
- Have unconventional communication and cooperation methods applied.
- Establish right meeting policies and structures.
- Work effectively in virtual projects / teams.
- Take methods and procedures as basic tools for project cooperation.

Key product performance processes

- Conducting the market analysis.
- Achieving marketing effects: product marketing goals, market communication, marketing-mix, aligning with marketing.

- Achieving innovation effects: Managing innovation, product ideas and technology analysis /assessments.
- Realizing development targets, product development, product introduction, development projects.

Operational product profit control

- Making of the realistic product plan (process, tools).
- Control of the market and product life cycle
- Realizing product control.

Organization of product work

- Competent play of the product/line matrix organization.
- Formulating and realizing tasks and competences of product management.
- Knowing and living the product manager role
- Casting entrepreneurship.
- Procedures for handling of working interfaces.
- Organisation of the product team.

Qualification and introduction of Product >Crossing

- Creating job descriptions for product manager, product team, review board.
- Steps for introducing and strengthening of product work.

Special: Customer orientation

- What customer orientation makes.
- Align product features to customer requirements, customer advantage and buying factors.
- How to gain customer satisfaction.
- Analysis of customer value chains.
- Developing customer demands.

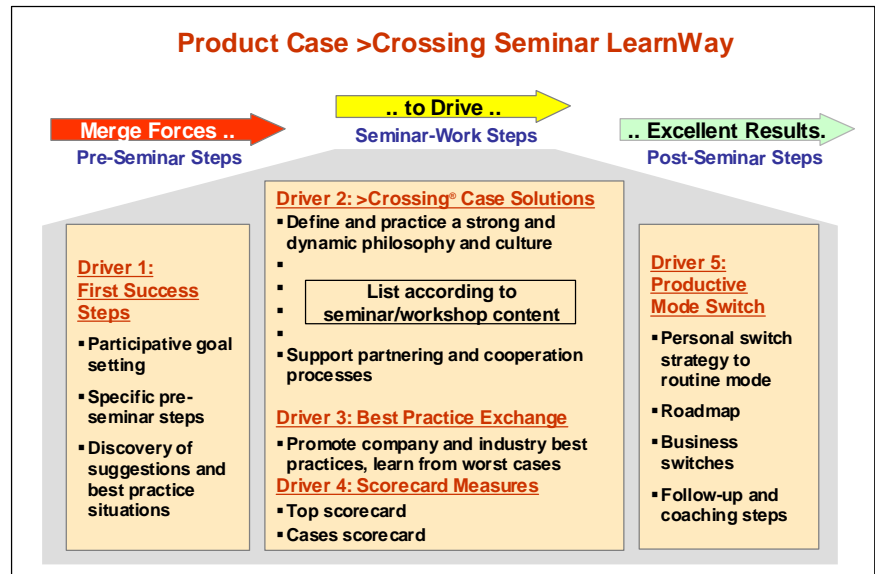
Entrepreneurship

Regarding the product-related issues and the corresponding network processes and connected jobs as a "**company within a company**" (like a profit centre) is a crucial approach for realizing advantages. The totally available know how, methods, procedures, processes and organisational forms are used to master product situations actively and comprehensively. **Entrepreneurial product leadership** is a central issue here.

(*) Topics to choose at <http://www.projectcrossing.com>

3. The Seminar LearnWay

The **Product Case >Crossing Seminar** is one of five pathways to put Product >Crossing to practice. You will come along with the **>Crossing Seminar LearnWay** which is a three-step approach to handle **five >Crossing Drivers**:



"Merge Forces"

Performing a pre-seminar step you will identify your **goals, ideas and best practices** and get motivated for the course.

"to Drive"

In the course situation you actively discover the **Product Case >Crossing Solutions** and do the exchange of **best practices**. Each case will have **measure values** to be important for tracking the methods in practice.

"Excellent Results":

At the end of the course you will be fitted with a set of **productive switch tools**: personal roadmap, actions to your business environment, network and coaching help tools.

We do the training in a wealthy mix of lectures, presentation of examples and exercises.

According to our knowledge the **Product Case >Crossing Seminar LearnWay** produces the highest output and satisfaction from your seminar investment we know.

(*) More **>Crossing Pathways** are: Product >Crossing Audit, Product >Crossing Framework, Product >Crossing Online Seminar, Product >Crossing Online Support.

Merge Forces to Drive Excellent Results.™

4. The Product >Crossing Method

At this point we give you some more information about the **Product >Crossing Method**. So we want to make you understand the uniqueness of the approach and the quality of results you will get from the course.

The backbone of **Product >Crossing** is the **>Crossing Method**, which merges numerous best practices, procedures and methods to achieve superior results. It creates conditions and abilities which, as it were, enforce product success. Product >Crossing consists of three core competencies, which are summarized in the **Product>Crossing Credo**:

Merge Forces to Drive Excellent Results.™

In all product situations, in managing products and in product support.

1. Core Competence Merge Forces ..	2. Core Competence .. to Drive ..	3. Core Competence .. Excellent Results.
<p><u>Integrate Product >Crossing Forces.</u></p> <p>Identify and integrate the best approaches, practices and strengths.</p>	<p><u>Apply Product >Crossing Drivers.</u></p> <p>Use five drivers to fix product cases and make available relevant inputs, approaches and solutions.</p>	<p><u>Enforce Product >Crossing Results.</u></p> <p>Produce results on up to four levels.</p>
<p><u>Forces are:</u></p> <p>Product Management-Procedures: Product goals, product start-up, product planning, product strategy, positioning, product control, product reporting, product life cycle, tasks in product organisation, organising product work, product team, co-operation, product guideline</p> <p>Additional Techniques: Business strategy, networking, partnering, virtual working, process optimisation, leadership competence, self organisation, entrepreneurship, customer orientation, metrics for improvements</p> <p>Process management, project management, product development, quality management, capacity management, qualification, stakeholder management, culture management, international affairs, risk and crisis management, change management, best practice identification.</p>	<p><u>Drivers are:</u></p> <p>1. First Success Steps Analyse business and product requirements, make available people experiences and ideas, look for fast solutions in the very beginning of the improvement effort.</p> <p>2. Learning from Best Practices Analyse best practices (internal, external), find and transfer success factors.</p> <p>3. Project Case Solutions Select critical case, find best solutions using the >Crossing Case Solution Finder.</p> <p>4. Scorecard Measures Measures to evaluate conversion success.</p> <p>5. Productive Mode Switches Trainings, individual action plans and roadmaps, transfer to routine tasks, integration existing systems and procedures.</p>	<p><u>Results sind:</u></p> <p>1. Personal Growth Higher motivation, new strengths, better use of existing strengths, more personal competence, personal roadmaps.</p> <p>2. Project-Quality Higher effectiveness and efficiency in all product roles, more security for reaching product goals.</p> <p>3. Business Success Product processes are high quality processes and supporting business success.</p> <p>4. Guarantee The fourth result level is new in management and business improvement: the >Crossing-Guarantee. More security for the money invested.</p>

5. Who should attend ?

This course is made for those who ...

- are **growing** into product management roles (product leader/manager, team members) or **want to proof** their actual role taking (product managers, team members, functional managers),
- are already **experienced** but wish to learn **something new** in and beyond product management (product managers, team members, functional managers),
- **take responsibility** for conditions allowing product success (human resource, senior managers, line managers, head of product management),
- already attended a product management seminar but want **to have an add-on**,
- are accepting an **unique learning process** for reaching greater results.

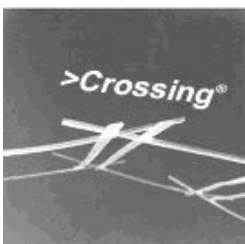
6. Faculty

Seminar leader is **Dipl.-Wirt.Ing. Günter Mempel**.

He is founder of MEMCO Mempel Management Consulting and developed the **>Crossing Business Move Method**. Starting a consulting career with Arthur Andersen he was engaged in strategic management and product management in the aerospace industry.

His focus in an over 10 year long international consulting experience is to implement high effective and practicable management concepts on all company levels. Topics are business strategy, innovation and project management, marketing and sales, product management, key account management, organisation etc.

Industries: Automotive, chemicals, pharmaceutical, electrical systems, energy production and supply, aerospace, mechanical engineering, robots, medical instruments, software development, telecommunication and more.



7. Seminar Benefits

The >Crossing !

Work more effectively with yourself, the product and line people, motivate directly by empowering and supporting, make conflicts productive, have effective communication procedures.

The LearnWay !

You will attend the seminar by having experienced first success in pre-seminar steps. In the seminar you will learn more valuable views on product work you ever had and you will start mapping the productive steps. Next to the Product Case >Crossing Seminar you will turn the findings to practice immediately with highly positive effects to the whole network you are in.

Use it as a High Value Approach to establish superior management processes and results !

Instead of attending common Product Management seminars (which normally use a narrowed mindset), you should follow the >Crossing LearnWay. That ensures that you get an integrated wake-up, relying on numerous proven management techniques, combined in a really innovative way with guaranteed, multi-level results.

Use it as an Add-On Capability !

>Crossing kisses strengths Hello! If you are already well-organised you can use the Product Case >Crossing Seminar as an indispensable add-on to existing structures and capabilities. In this case the course is the programme to revitalise, streamline and reorient your existing views and processes. You can also fill the gaps and build up additional strengths.

KSV Knowledge Solution Value™

The KSV Knowledge Solution Value™ formula gives a decision help by comparing values produced using Product Management and Product >Crossing. KSV-calculation shows an up to 4 times higher rate for Product >Crossing.

The Product Case >Crossing Roadmap !

The participants get the Product Case >Crossing Roadmap which will be a valuable support for transferring the seminar findings to practice.

The unique Product Case >Crossing Certificate !

People participating in Product Case >Crossing Seminars will get a Product Case >Crossing Certificate, which is outstanding in the world and qualifies you for the cross-thinking way of management.

The Product Case >Crossing Handbook-CD !

So you can use the Product Case >Crossing Know How every time and on the road.



Participation in the **Product Case >Crossing Seminar** will

- make available **best practices** in handling products and product-related situations according to your role,
- strengthen the real **cross-functional, goal driven product idea** and action taking (alignment) in such a way as you put your learning's to practice,
- give **new concentration** on cases most relevant for profitable and successful product work,
- encourage **to think lateral, act unconventional, brake out and change**,
- make **turning to practice** a major issue,
- enable **to measure post-training progress** in a simple way,
- give **guarantee for success**.

MEMCO Mempel Management Consulting

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