



Consulting and Training | Reach New Heights

Course Name

Innovative Product Development Processes for Managers

Sector Name

Management And Leadership

Document Type

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Innovative Product Development Processes for Managers

Course Introduction

New products and services are created by companies of all sizes for the growth and improvement of their business. New products provide company sustainability by offering new value to its customers, which generates additional revenues. Many of the new products have been at an incremental improvement stage for past many years, with some new features incorporated in them. The success of the product development process typically requires considerable resources that leverage the opportunity for better results in a customer's business.

This training course is designed to provide participants with the essential concepts of the product development process. This course focuses on topics such as strategy and planning, value creation and product feature selection, concept development and ideas screening, value-based product pricing, and product solution definition and design.

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Innovative Product Development Processes for Managers

Target Audience

- ✓ Product Managers
- ✓ Product Development Specialists
- ✓ Business Development Managers
- ✓ Strategic Planners
- ✓ Marketing and Market Research Professionals
- ✓ Financial Analysts and Planners
- ✓ Operations and Process Managers
- ✓ Project Managers
- ✓ Solution Architects
- ✓ IT and Technical Product Managers
- ✓ Sales and Marketing Leaders
- ✓ Business Analysts
- ✓ Innovation and R&D Leaders
- ✓ Entrepreneurs and Startup Founders
- ✓ Professionals in Telecommunications, Software, or Technology Sectors

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Learning Objectives

- ✓ Gain a comprehensive understanding of the complete product development process
- ✓ Build products with a sustainable competitive advantage
- ✓ Develop value and market-based product pricing, product cost models, and product forecasts
- ✓ Prioritize new product ideas based on business strategic alignment, return on investments, and ability to execute.
- ✓ Deliver new product developments on time, and how to manage a team (or virtual team) of project resources and multiple business units' stakeholders
- ✓ Conduct a detailed project financial analysis.

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Course Outline

✓ **01 Day One**

Strategy and planning

- ✓ Define your market
- ✓ Strategic market assessment
- ✓ Development options
- ✓ Value creation and product feature selection
- ✓ Market segmentation
- ✓ Competitor analysis

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Course Outline

✓ **02 Day Two**

Concept development and ideas screening

- ✓ Feasibility study
- ✓ High-level project planning
- ✓ Business case structure and writing
- ✓ Financial analysis: detailed project financial analysis, cost factors, revenue factors

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Course Outline

✓ **03 Day Three**

Value-based product pricing

- ✓ Cost modelling and forecasting
- ✓ Cost model development and product forecasting
- ✓ Product and business requirements
- ✓ Detailed project management plan

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Course Outline

✓ **04 Day Four**

Product solution definition and design

- ✓ Business process design
- ✓ Quoting and ordering process, implementation, support, and billing
- ✓ Technical solution architecture
- ✓ Functional model, data model, vendor evaluation, bench testing, and ensuring design quality
- ✓ OSS/BSS
- ✓ Architecture considerations
- ✓ Design tools and tips

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Course Outline

✓ 05 Day Five

PoC, ITIL, solution architecture templates

- ✓ Finalising product build
- ✓ Product sales and marketing guides, price sheets, product/service collateral, proposals, application forms
- ✓ Technical solution build
- ✓ Final processes, technical guide, OSS/BSS
- ✓ PRT / ORT
- ✓ Product launch
- ✓ Product lifecycle
- ✓ Performance management & reporting
- ✓ Leadership and staff choice, portfolio planning, marketing planning, and budget

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Sept. 13, 2026	Sept. 17, 2026	5 days	4250.00 \$	KSA , Jeddah
March 15, 2027	March 19, 2027	5 days	4950.00 \$	Austria , Vienna
Jan. 4, 2027	Jan. 8, 2027	5 days	4250.00 \$	UAE , Dubai
May 24, 2027	May 28, 2027	5 days	4250.00 \$	UAE , Abu Dhabi

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