



## How do you apply lean methods to product development?

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*How can you quickly develop new products while reducing costs and maximising value for the customer? Along with the US authority on the subject Ronald Mascitelli, Sirris is organising a masterclass on lean product development to take place on 29 September. This masterclass will provide you with step by step methodology for integrating powerful tools to drastically improve the process of innovation.*

The development process for new products is not easy. For most managers, the time factor and staying within budget constitute a continuous battle when developing new products. In response to this, Sirris is organising a unique masterclass on the theme of 'lean product development' to take place on 29 September with [Ronald Mascitelli](#). Ronald Mascitelli is an authority on the application of lean methods in the development of new products. He is also the author of five books covering the subject and has more than 20 years of experience with improving production development processes in over one hundred companies.

### Answers for dealing with wastage and inefficiency

Product development brings with it a high level of risk and uncertainty. It also demands intensive collaboration between a range of functions, and must be able to balance time-to-market with costs

and quality successfully. It is therefore no surprise to learn that many forms of wastage and inefficiency have a negative effect on the development process. The good news is that lean product development has been proven to solve these problems by applying a practical and simple methodology.

This masterclass will not only teach you about the various tools and methods for lean product development, but you will also find out how they can be integrated in a single working entity that will ensure intensive collaboration, a clear understanding of the customer's needs, while simultaneously giving sufficient attention to factors such as risks, costs, quality and the feasibility of new products.

Click [here](#) for more details about the programme.

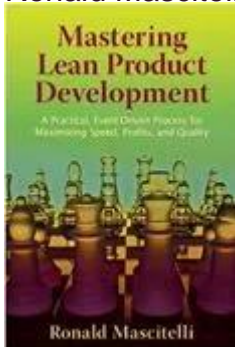
## Added value

Here are some of the most important advantages of lean product development:

- Significantly quicker time-to-market
- Better project planning and predictable product launches
- Higher margins thanks to increased differentiation and better understanding and use of the voice-of-the-customer
- Lower costs and higher quality thanks to earlier and more intensive collaboration between the marketing, engineering and production departments
- Fewer surprises thanks to faster detection and sealing of the 'knowledge gaps'
- Improved knowledge retention and the recycling of product, market and process know-how

Would you like to find out more about this unique event? You can register and also find further information about the programme [here](#).

Furthermore, the participants will receive a copy of the inspiring **book** *Mastering Lean Product Development: A Practical, Event-Driven Process for Maximizing Speed, Profits, and Quality* by Ronald Mascitelli!



## Authors



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