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# NEOPMI Chapter Program Meeting

## September 15, 2011

6:00 PM	Registration opens
6:00 PM - 6:40 PM	Registration and Networking
6:40 PM - 7:00 PM	Chapter Announcements
7:00 PM - 7:15 PM	History of Stouffer's
7:15 PM - 7:45 PM	Keynote Presentation
7:45 PM - 8:10 PM	Panel Discussion
8:10 PM - 8:25 PM	Q&A
8:15 PM - 8:30 PM	Close Mtg & Door Prizes

# Meeting Agenda



- Recognition
  - New chapter members
  - Chapter members who have earned PMP certification
- Recession Proof Your Career updates
- Resumes
- Learning Opportunities Upcoming Events
- Professional Development Day
- Featured Meeting Topic – Nestlé's Product Development and Introduction
- Close meeting – Raffle



## 30 New Chapter Members September, 2011

- Matthew Cook
- Mary Fair-Taylor
- Dawn Scoville
- Thomas Zanath
- Delores Hasan King
- Stuart Kretch
- Dawn Michelle Lasher
- Donald R Demming
- Peggie Lieske
- Christine Michele Crisboi
- George Bruner
- Heather Suvak
- Thomas Selfridge
- Michele Costa
- Daniel Joseph Taylor
- Janet Lynn Isaac
- John Lang
- Charles Naso
- Kevin Johnson
- Angela Moore
- Amalia M Crews
- Lonna McNally
- Christine Kenney
- Scott Michael Sommers
- Karyn Keay-Otte
- Richard A Gunter
- Erin Hayes
- Dennis Bahena
- Daniel Gancov
- Kevin Wiley



## 20 New PMPs September, 2011

- Andy Macy
- Lokeswara Palla
- Sherrie Kapala
- Vijay Sambamurti
- Lynnette Stevens
- Brian Kramer
- Ngozi Darcia Atanmo
- Vincent Bilardo Jr.
- David C. Fletcher
- Douglas A. Fink
- Mark D Howard
- Karen Moyer
- Michael Perdue
- Richard Vaughan Smith
- Michael James Fabec
- Richard Graca
- Thaddeus Michael Foster
- Timothy E McGrattan
- Stephanie L Price
- James Brander



## Recession Proof Your Career Group – Next Meeting

- **Tuesday September 27, 2011 6:45pm – 8:15pm**
- **Location: Progressive Insurance**
- **Speaker: Laura Voborkin**
- **Topic: *Selling Yourself*** – Laura will discuss the importance of being fully in touch with the product you are selling ... "yourself".
- For more details and to register see [www.pmineo.org](http://www.pmineo.org)
- **November meeting:** Our guest speaker is Diana Miller talking about *Getting Over the Job Search Hurdles*.

## Recession Proof Your Career Group



- Needs Volunteers:
- Participate in team to plan/organize/facilitate Recession Proof Your Career Meetings
- Please contact Cath Smith, [CSMITHRPYC@GMAIL.COM](mailto:CSMITHRPYC@GMAIL.COM)

## Resume Announcements



- **For those who have their resumes... PLEASE STAND and introduce yourselves!**
- GIVE YOUR ...
  - <Name>
  - <Position Seeking>
  - <Resume on resume table?>



## Learning Opportunities

# Learning Opportunities Upcoming Events

<b>Oct 6</b>	<b>PMINEO</b>	<i>Professional Development Days</i>
<b>Nov 11</b>	<b>Baldwin-Wallace College Professional Development</b>	<i>Tom Mochal - Successful Program Management</i>
<b>Dec 9</b>	<b>Lambert Consulting</b>	<i>Inspirational Leadership &amp; Communication in a Project Delivery Driven Environment</i>



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**Date / Time:** October 6<sup>th</sup> (7:30am – 12:30pm) – Half Day Event

**Preliminary**

**Speakers / Topics:** Lee Lambert – Developing Project Schedules  
Speaker 2: PMO - Real Lessons Learned  
Speaker 3: TBD

**Sponsorship Opportunities:**

- \$400, \$750, \$1,500 Sponsorship levels
- 225+ Projected attendees (a targeted market)
- Excellent opportunity to showcase your services / recruit PM talent
- Get in front of those with **BUDGET AUTHORITY**

**More Information:**

Contact Keith Jenkins (440) 463-2914 / [kij@oh.rr.com](mailto:kij@oh.rr.com)

## November Chapter Meeting



- November mtg will include
  - year-end chapter business mtg. presentation by chapter president – Mary Kosovich
  - Elections for the following open positions:
    - President
    - Secretary
    - Director-at-Large (#2)
- Each of these board members will serve a 2 year term beginning in January 2012.
- If interested, send nominations (or self-volunteer nominations) to [volunteer@pmineo.org](mailto:volunteer@pmineo.org)
- No December chapter meeting!



# ABOUT NESTLE



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# Nestlé Product Development & Introduction

September 15, 2011



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BRAND CAMP

by Tom Fishburne

# MIND TO MARKET IN 3,000 DAYS

WE'VE REPEATEDLY SQUASHED THIS IDEA FOR ALMOST 10 YEARS, BUT NOW THAT OUR COMPETITOR IS LAUNCHING IT, LET'S DROP EVERYTHING ELSE AND SHIP IN JULY



© 3/29/04

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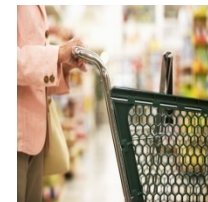


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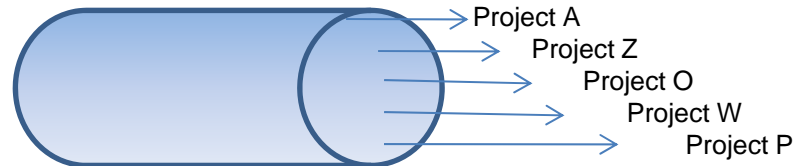
# New Product Development – Historically...



Leadership Approval



- Ghost Product
- Project Management by Function
  - Functional Disciplines- Commercial Lead
- The “Tunnel”
  - Prioritization



$$F=ma$$

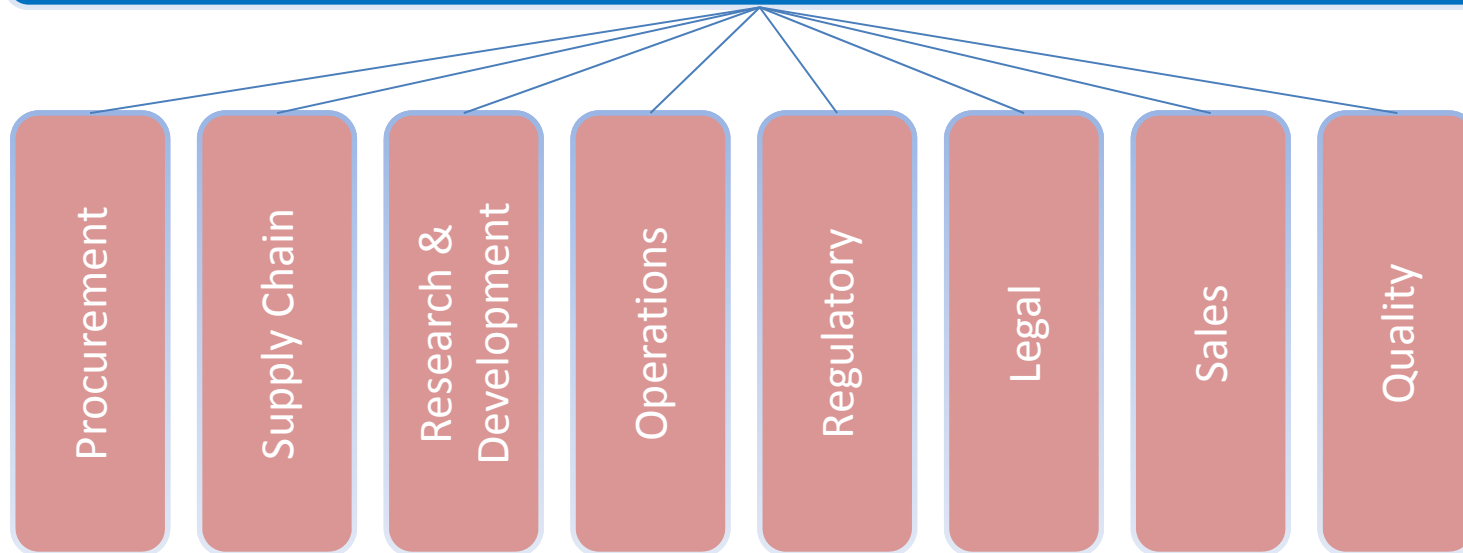


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## Project Manager (Commercial Lead)



- **Communication and Decision Making Vertical**
- **Schedules driven by metrics**
- **Risks not understood or quantified**

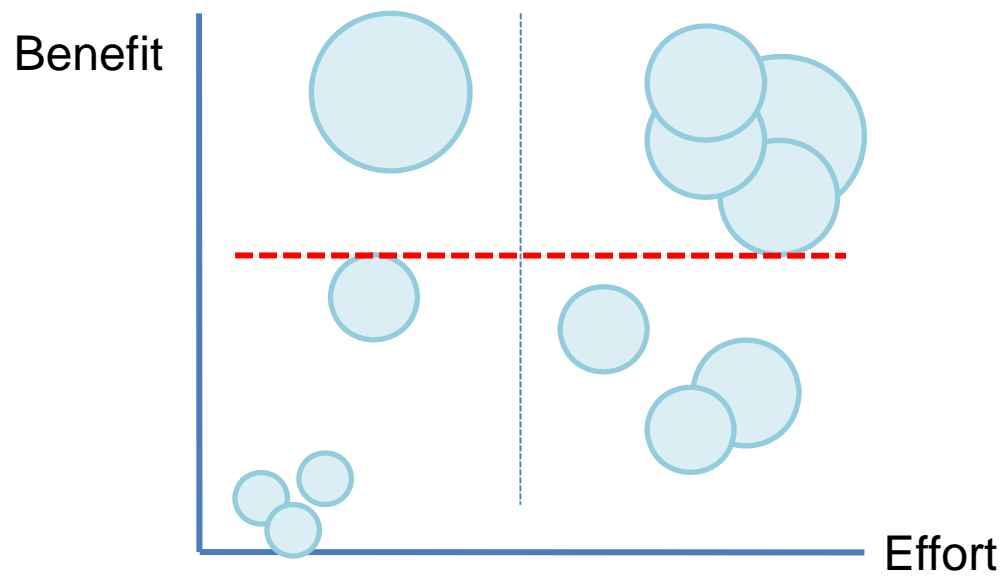


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- Emphasis on the greatest Benefit (Effort not a factor)
- Prioritization focuses on execution of projects above the line vs. “greater” ideas
- Resources (Effort) become a major constraint



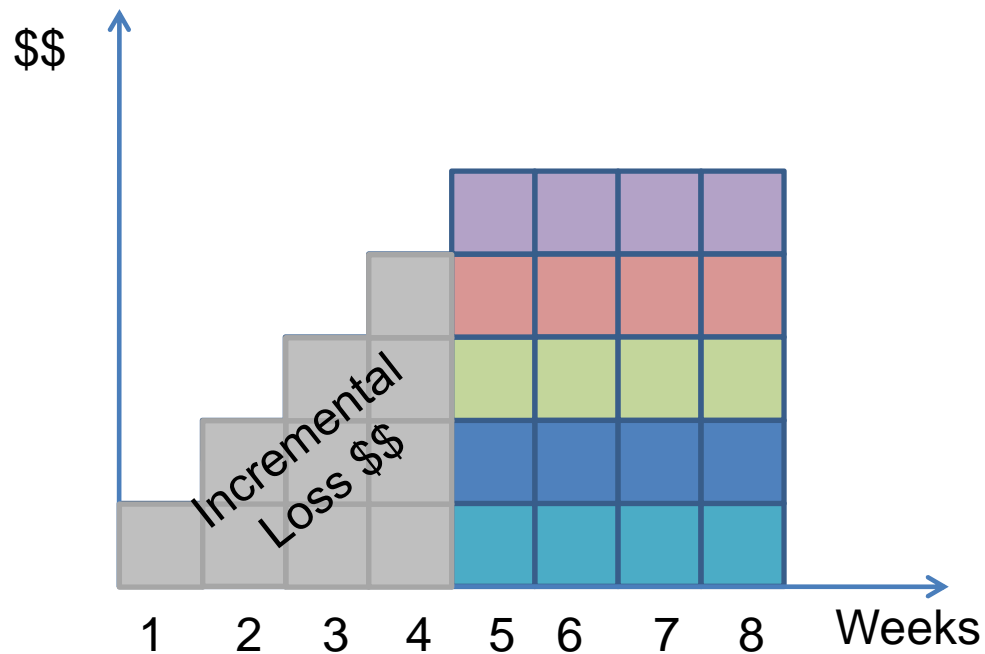


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- As a result of delivering the “mass”, the number of projects grow, the *Benefits* are average, and the speed to market decreases.





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## The Necessary Change....

- Establishment and implementation of a Stage Gate process (2010)
- A New Organizational Structure
  - Innovation Team (2011)
  - Commercialization Process Management (2011)
- Leadership Commitment

***Drive Value, Collaboration, and Discipline***



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# Answer?

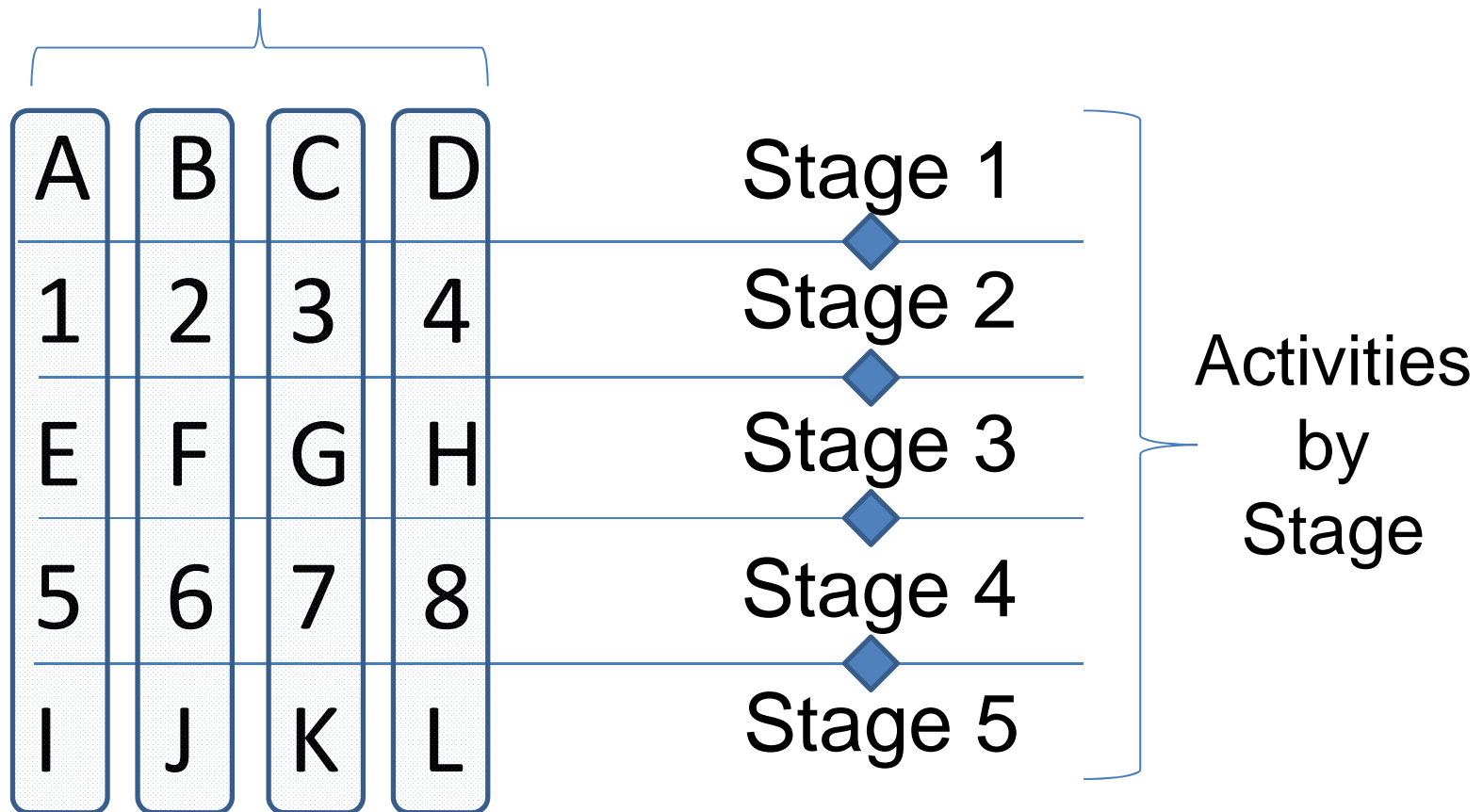


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## Activities by Function





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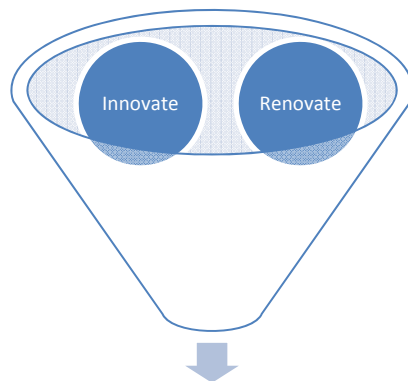
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## ▶ Project Pipeline

- Develop a process and metrics to ensure the greatest return to the organization (customer unmet needs, costs, quality, service)
- Pull vs. Push

## ▶ Project Assessment

- Stage Gate Methodology – standardized, formal process, includes Defined Deliverables and functional ownership & accountability
- “Great projects continue, good projects do not”



- Stage Gate Deliverables vary as the project progresses through each gate
- Lean Manufacturing and Six-Sigma techniques are the primary tools used for each stage (Examples: Charters, Scope, VOC, CPM, QFD, APQP, Cpk, DOE, Pareto)





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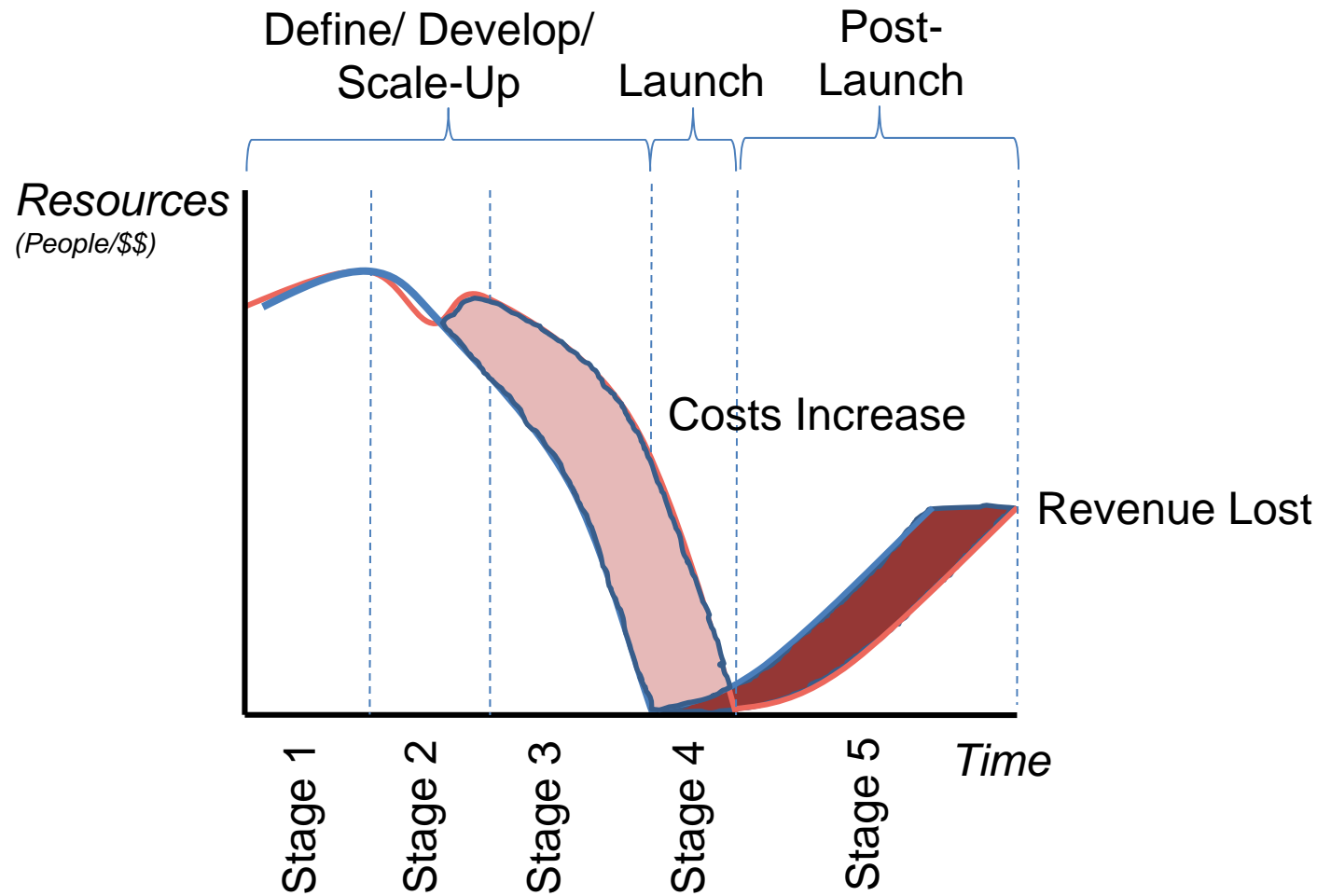
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# BRAND CAMP

by Tom Fishburne



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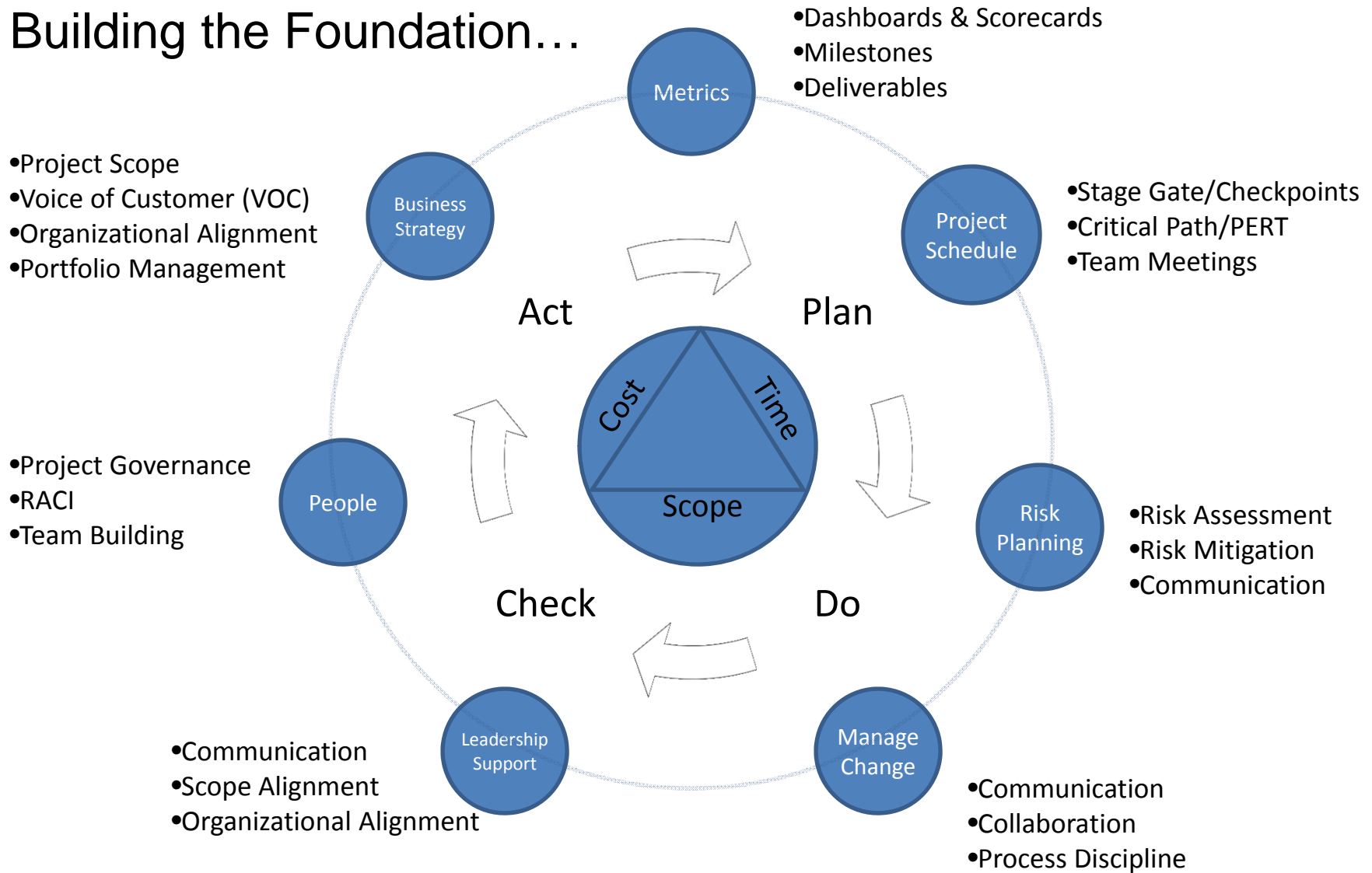


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# Building the Foundation...





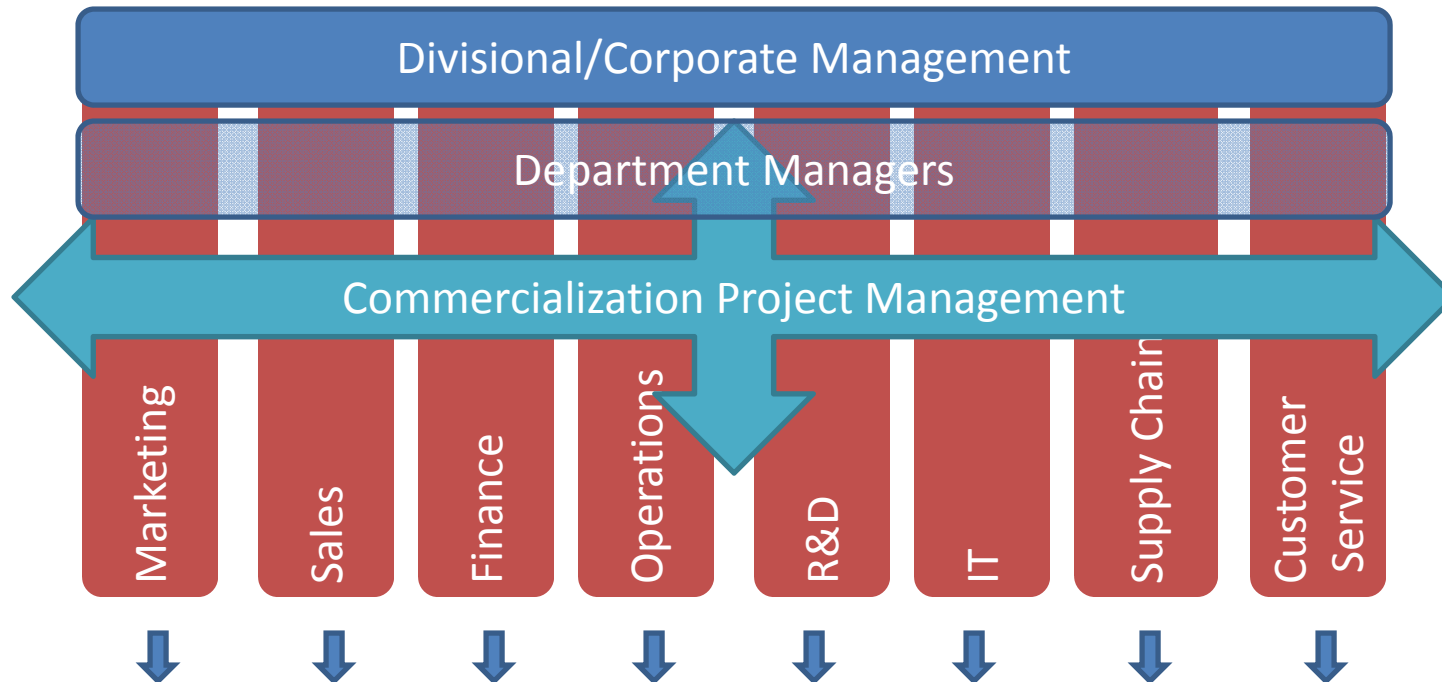
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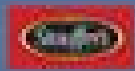
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### The Results...

- Working across functions and breaking traditional barriers; removing obstacles to improve speed to market and profitable growth
- Creating an environment of continuous communication and process discipline
- Delivering a Stage Gate Process that effectively defines the activities, and its deliverables
- Developing and motivating individuals across all functions to achieve the desired results



Traditional Workflow is vertical – Department “Silos”



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# The Challenges...

- Management of Change
  - Scope
  - Risks
  - Accountability
  - Discipline
- Post Launch Activity



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Thank You

## Panel Discussion



*Joanne Lavanaway – CPMO*

*Joe Kardamis – Supply Chain and  
Operations*

*Jonas Halden – R&D*



## Panel Discussion



*Joanne Lavanaway – CPMO*

*Joe Kardamis – Supply Chain and  
Operations*

*Jonas Halden – R&D*



**Joanne Lavanaway, PMP**  
**Transition from IT to Business Process Management**

**Similarities**

- A project is a project
- Processes , tools, and templates
- Iterations
- Stages and Gates
- Time to Market
- Testing

**Differences**

- Budget; Spend vs. Profitability
- Phased & Single Delivery
- Duration
- Fuzzy Front-End
- Language
- Risk Management



**Joanne Lavanaway, PMP**  
**Transition from IT to Business Process Management**

<b>Approach</b>
Patience
Leverage on IT skills
Re-use open source templates and processes
Focus on the knowledge gaps; meet with function leads
Independent research, exploit other projects' artifacts
Share own relevant project experiences and apply
Adapt



Joe Kardamis, PMP

## Integration Management

- Project management disciplines help me stay focused everyday on tasks, deliverables, and maintaining stakeholder relationships.
- Project Briefs and/or Charters
- Risk Analysis and Assessments
- Stakeholder Management
- Communication Plans



# Jonas Halden, PMP – R&D



- Nestlé R&D Solon is a separate entity under Nestec (Switzerland)

*- Develop differentiating technologies to provide Nestlé with a competitive*

*advantage in the market place*

- R&D used to execute projects in a structured way with “gate” approvals (SBU).

After 2000, portfolio based approach in SAP for R&D & **2010 in NPDI (all).**

- PM brings discipline and structure to execute projects on a timely basis (gates).

- Transparency to all stakeholders and less e-mails (real time data)

- Structured way to evaluate ideas and to bring them into concept refinement.

- Better alignment with the strategy of the company

- Fewer, but BBB concepts will pass the gate to Development



# Q&A



## August Meeting...



*Date:* Thursday, October 20, 2011

*Location:* Holiday Inn, Independence

*“Change is Impossible Unless You  
Change Your Mind”*

- Presented by Traci Duez
- For further details see the chapter website at [www.pmineo.org](http://www.pmineo.org)

# OSP International Door prize

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