

## WAGILE PRODUCT DEVELOPMENT OVERVIEW AND NOTES

### What is Risk in Innovation?

How do you define risk for innovation? \_\_\_\_\_  
 \_\_\_\_\_  
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**Definition of innovation:** A novel idea, device, or application including new approaches to technology, markets, and product categories. *Successful innovation relies on systematic processes and continuous learning.*



### Compare Existing NPD Processes

	Traditional Stage-Gate™	Agile Process (Scrum)
<b>Advantages</b>		
<b>Disadvantages</b>		

### The WAGILE Philosophy

#### WAGILE Stages and Gates

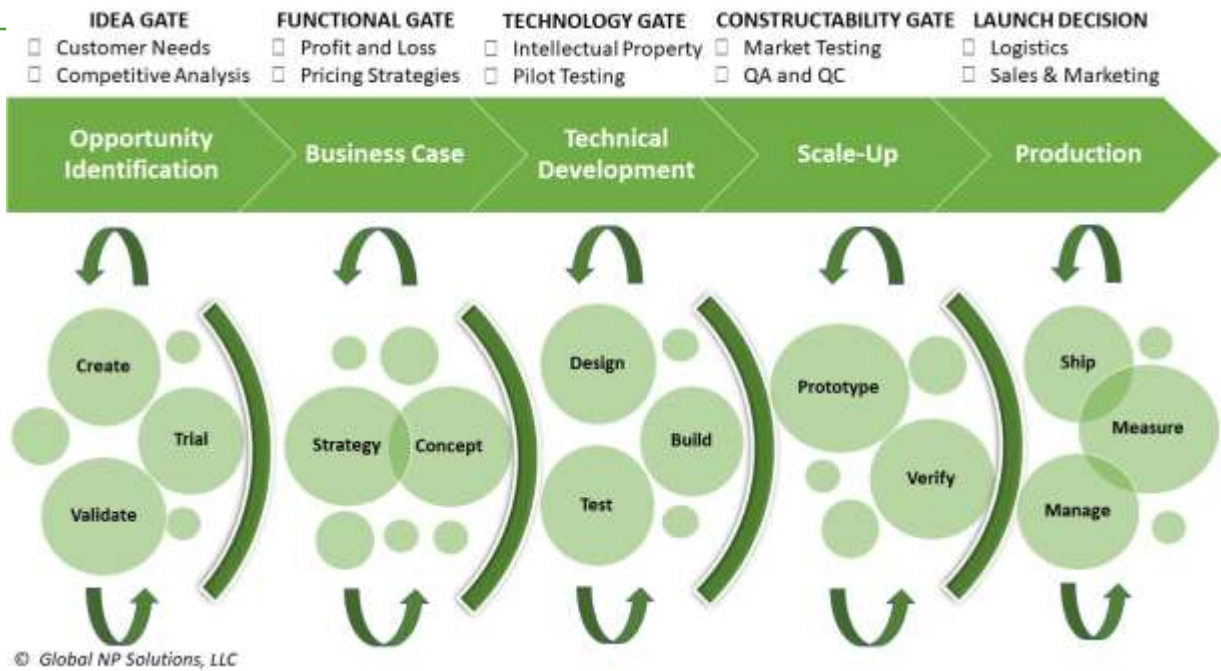
1. Opportunity Identification → *Idea Gate*
2. Business Case → *Functional Gate*
3. Technical Development → *Technology Gate*
4. Scale-Up → *Constructability Gate*
5. Production → *Launch Decision*

#### WAGILE Roles & Responsibilities

- Project Leader
- Customer Representative
- Team Leader
- Cross-Functional Team

#### ADDITIONAL NOTES

## WAGILE Product Development



## Next Steps

### Action Steps

- Copy of slides available at <https://globalnpsolutions.com/valuing-customers-wagile-product-development/>
- **Are you Wagile?** Benchmark your innovation maturity (*free registration*) [www.Simple-PDH.com/courses/innovation-health-assessment/](http://www.Simple-PDH.com/courses/innovation-health-assessment/)
- Earn your **New Product Development Professional (NPDP) Certification**  
Facilitated virtual course (4 weekly online sessions starting 6 October 2021)  
<https://simple-pdh.com/product/online-npdp-workshop-oct-21/>
- **Register for virtual Wagile Product Management training** on 23 & 24 September 2021  
<https://simple-pdh.com/product/wagile-product-development/>
- **Listen to the WAGILE podcast overview** with Kevin Brennan:  
<https://kevinbrennanauthor.com/wagile-the-next-frontier-in-new-product-development/>
- Get your copy of *The Innovation ANSWER Book* at [Amazon](#)
- **Listen to a podcast overview of product innovation teams** with Chad McAllister:  
<https://productinnovationeducators.com/blog/tei-317-culture-teams-and-leadership-with-teresa-jurgens-kowal-phd/>
- **Check out all my upcoming speaking & training events:** <https://globalnpsolutions.com/events/>

### Connect with Me!

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