

How Can You Get Products to Market Faster?

Apply lean principles to your product design process using the tools of Lean Product Development (LPD)!

Lean Product Development offers tools and methods to reduce risk and improve time to market for developing new products. The typical product engineer only does 1.7 hours of value added work in an eight-hour day. Lean Product Development gives you ways to reduce the wasted time built into the design process.

This half-day workshop explores eight major areas of challenge in the product development process. We will demonstrate methods and tools that can be used to improve your results.

These tools can help you:

- Improve product differentiation
- Improve time to market
- Reduce product cost
- Reduce risk



“I would recommend this class to anyone who has to meet cost, schedule and performance goals for a project.”

- Doug Etsinger, Director of Engineering, Pertech Resources

Lean Product Development Visioning Half-Day Workshop

Cost: \$49 / per person

Workshops are being scheduled in your area. Visit www.mep.purdue.edu/events under Lean Manufacturing & Lean Office for a listing of upcoming events.

About the Presenter

Since October of 2007, Rich Meyer has worked at Purdue MEP helping 20+ companies to grow with the Eureka! Winning Ways program. He has taught innovation and growth principles to over 1,000 Indiana business people through workshops and public speeches. Prior to that, he was an engineering director for a Tier I automotive supplier. Meyer ran numerous beta tests prior to the 2009 programs being rolled out. He has assisted in training new facilitators in New York. He has provided training to MEP centers in Wisconsin and Michigan on the new programs as well. Rich was part of the MEP Trained Brain Team who was awarded the MEP Group Practitioner of the Year Award at the 2010 MEP National Conference in Orlando, FL May 1-4, 2010.

Ask Us About:

Our Lean Product Development “Quickstart” Two-Day Workshop—available onsite. We’ll show you an ideal event-driven product development process and the tools and methods it employs. Hands-on exercises demonstrate to your team how the tools can be applied to your company—today!

For More Information: Contact Rich Meyer by phone at (765) 404-2128 or email: rgmeyer@purdue.edu.