RESEARCH & DEVELOPMENT

Pétanque Business Specialists

OPERATIONAL FLOW: RESEARCH & DEVELOPMENT

VERSION 2
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Purpose & Scope

TO TRANSLATE KNOWLEDGE INTO IMPROVED PRODUCTS AND SERVICES

- Identify An Innovative Idea / Need / Opportunity
- Define Requirements
- Conduct Feasibility Study
- Develop / Produce / Refine, Test And Implement
- Monitor And Evaluate

Process Owner

Chief Operating Officer

IDEA GENERATION

'Idea Generation' is here referred to as an event, something that occurs. There's more to idea generation than just enlightment. The idea needs to be explored, refined. A Mind Map is a useful tool to do this. A Mind Map is also helpful if you don't have an idea yet, and are looking for a solution to a problem.

Employee

Research & Development may be linked to performance and growth through improvements in:

- Productivity
- Efficiency
- Quality
- Market Share
- Competitive Positioning
- Value Add (more value for clients)

Idea Generation

- Market Development Report
- Mind Map

Idea

- External Party
- Internal Pary

CONCEPT FEASIBILITY

Portfolio Management:
- The Portfolio Manager oversees all the projects that the company is undertaking;
- The manager 'weighs' up the project in terms of: urgency, risks, return on investment, resource availability, existing infrastructure (can the company accommodate the project in terms of IT), etcetera;
- From there the project gets assigned a rating to prioritise projects.

It is important to define success before achieving it.

Research & Development Manager

List Attributes, Requirements And Goals

- Idea
- PIRO

Document & Advise Product / Service Proposal

- Prospect
- Prospect
- Proposal

Review Proposal And Past Approaches

- Proposal
- Strategic Plan
- PIRO

C Review Against Strategic Goals

Is Proposal Feasible?

- No
- Yes

Proposal Review

- Research & Development Team
- COO

It is essential to have an understanding of current costs in order to produce or develop products or services at a lower cost.

This May Include

- Usability
- Customer Requirements
- Government Regulations
- Marketing Plan
- Cost
- Expected Life
- Warranty
- Selling Time
- Idea hard points
- Channels of selling
- Safety
- Legal concerns
- Manufacturing / Developing issues

Your PIRO (Project Management Office) is a system where you keep track of projects within your company. The experience with projects that happened in the past might enable you to fast track the value of this new project.

Portfolio Management

Proposal

Business Case

Portfolio Assessment

- Proposal
- Business Case
- COO
- Petanque Employee

Close Initiative

- Close Out
- PIRO

Project Manager

Assign Project Manager

- Business Case
- PIRO
- COO

Is It

- Product?
- Service?
- Process?

Product / Service

Project Manager

Gather Market Information

- Business Case
- Competitive Analysis
- Market Availability
- Potential Competitors
- Justification For New Product / Service

Market Research

To find all relevant details about your target market, competitors, and product/ service requirements you need to conduct Market Research. Tools include (but are not limited to): interviews, Internet, journals, and market reports.

Create Business Plan, Identify Risks

- Competitive Analysis
- Market Availability
- Potential Competitors
- Justification For New Product / Service
- Business Case

Project Board

Review Business Plan & Risks

- Business Plan
- Business Plan

Process

Project Manager

Gather Market Information

- Competitive Analysis
- Justification For New Process
- Best Practice

Market Research

Innovating on a Process level implies improving your internal operations. By doing so you might be able to reduce the amount of time, energy or the costs in the production process. A good source of information are overseas companies in a similar line of business. Your operational staff might also have good ideas to improve the process they are part of on a daily basis.

Create Motivation For New Process

- Motivation
- Motivation

Project Board

Review Motivation

- Project Board
- Motivation

IMPLEMENTATION

Is The Business Plan Accepted?

- No
- Yes

Risk are related to any factor that is to some extent or completely out of your control. It is important to define all possible risks, and to identify the severity of each risk. Management, based on this information the Chief Operations Officer must now decide whether the project value weighs up against the project risks.

AND

Portfolio Management

Update Project Portfolio Profile

- Project Portfolio Profile
- Business Plan
- COO

Portfolio Assessment: aim is to maximize the value of the portfolio by careful examination of projects and programs that are included in the portfolio.

Create Project, Marketing, And Launch Plan

- Research & Development Team
- Marketing Team
- Business Plan
- Project Plan
- Marketing Plan
- Launch Plan

Determine if technology is available to accomplish all the tasks. If not, state in the Project Plan what needs to be developed.

Obtain Approval

- Project Plan
- Marketing Plan
- Launch Plan
- Project Board

Remember to action both the Marketing and the Launch Plan, too, in order to have all material ready for launch.

Product / Service Development

- Project Plan
- Project Management Life Cycle

Test Product / Service

- Test Team
- Results

Are There Changes Required?

- Yes, Minor Changes Only
- Yes, Major Changes Only

Changes refer to both process and tools that are required to accommodate new product or services.

Finalise Product Service

- Marketing Plan
- Launch Plan

Product / Service Launch

Is Motivation Accepted?

- No
- Yes

Portfolio Management

Update Project Portfolio Profile

- Project Portfolio Profile
- Business Plan
- COO

Specifically for new processes it's important to map (visualise) the process. A map creates an easy to follow process that ensures understanding by all participants, assuring buy-in of role players at all levels. It's a tool to communicate the process in its most simplistic way.

- Research & Development Team
- Project Board

VizPro®

Schedule And Run Process Mapping Workshops

- Process Map

Implement Process

Are There Major Changes Required?

- Yes, Minor Changes Only
- Yes, Major Changes Only

Changes refer to both process and tools that are required to accommodate new product or services.

MONITORING AND EVALUATING

- Research & Development Team
- Innovation

Note that the Market Development Report is your input for Idea Generation.

Monitor Market Developments & Report Significant Developments

- Market Development Report

Feb 2010 And 2011

KPI Additional Revenue Stream Of X Created.

KPI Return On Investment

Track & Report On Progress Of Product / Service Effectiveness

- Business Plan
- Marketing Plan
- Launch Plan
- Product / Service Effectiveness Report
- Benefits Realisation

Is There A Need To Modify Product / Service?

- Yes
- No

Product / Service Termination?

- Yes
- No

Product / Service Termination

Develop A Top Product / Service Exit Strategy And Schedule For Future Review

Close Out And / Or Review Plan

Operations Manager

Repeat Monitoring And Evaluation Steps

- Research & Development Team
- Operations Manager

Benchmarking

Note that the Market Development Report is your input for Idea Generation.

Monitor Market Developments & Report Significant Developments

- Market Development Report

Operations Manager

KPI Production Costs

KPI Turnaround Time

KPI Productivity

Monitor Process Success

- Process Performance Report

Is There A Need To Modify Process?

- Yes
- No

Invalid Process Terminated?

- Yes
- No

These KPI's will not apply to each and every process. Select a KPI that applies to the concerning process and what has been attempted to improve.

Terminate The Process & Schedule For Future Review

Close Out And / Or Review Plan

Operations Manager

Repeat Monitoring And Evaluation Steps

MANAGEMENT ELEMENTS

C Review Against Strategic Goals

KPI Return On Investment | KPI Additional Revenue Stream Of X Created. | KPI Productivity | KPI Turnaround Time | KPI Production Costs

SUPPORTING DOCUMENTS

Market Development Report | Mind Map | Prospect | Proposal | Strategic Plan | Close Out | Business Case | Business Plan | Motivation | Project Portfolio Profile | Process Map | Project Plan | Marketing Plan | Launch Plan | Results | Market Development Report | Product / Service Effectiveness Report | Process Performance Report | Close Out And / Or Review Plan

INTERFACING PROCESSES

Portfolio Management | Market Research | VizPro® | Project Management Life Cycle | Benefits Realisation | Product / Service Termination

KEY

Main Activities Link | Role Changer | Step | Decision | One Of Many | Differentiator | Event | Interfacing Process | Document | Data | Role Player | A Group Of Role Players | Process Owner | System/ www | Phone | E-mail | Meeting | One-on-One Meeting | C Control | KPI Key Performance Indicator | Process End | Important | Information

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