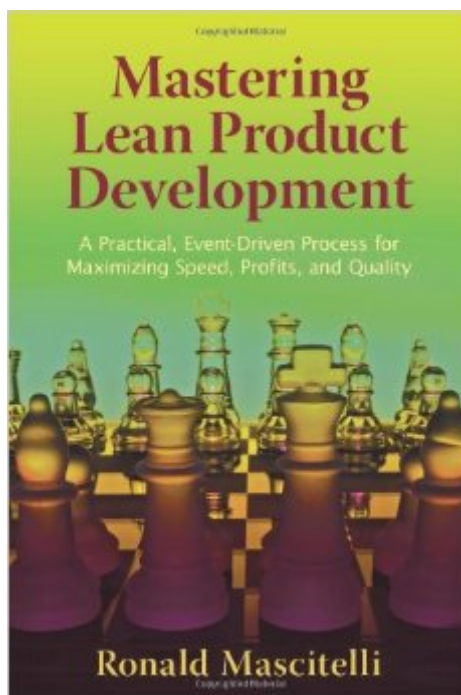# Mastering Lean Product Development: A Practical, Event-Driven Process For Maximizing Speed, Profits, And Quality

Synopsis

As competition in the manufacturing sector intensifies, excellence in new product development has become a mandate. Renowned author, educator, and lean product development expert Ron Mascitelli takes the reader through his Event-Driven Lean Product Development process, from its beginnings in innovation, effective problem-solving, knowledge creation, and organizational learning, through to the rapid commercialization of highly successful products. This proven and practical approach balances all aspects of market success: customer value, profitability, time-to-market, and quality. Specific topics covered in this Event-Driven Lean Product Development framework include: - Selecting and prioritizing new product opportunities that have a high probability of market success. - Optimizing the productivity of finite development resources, and arbitrating resource conflicts in a multi-project environment. - Implementation of a practical, flexible, event-driven process that ensures the highest degree of cross-functional collaboration at every stage in new product development. - Managing the day-to-day efforts of developers and project teams through Visual Workflow Management. - Capturing the voice-of-the-customer in every new product by systematically identifying and ranking differentiation opportunities. - Building a realistic project schedule that is created and owned by the developers themselves. - Proactively identifying project risks and mitigating them through systematic (A3) problem-solving. - Employing rapid cycles of learning and set-based design to close knowledge gaps and build a foundation of high-value knowledge for future projects. - Implementing the Production Process Preparation (3P) methodology to maximize the manufacturability and quality of each new product. Mastering Lean Product Development represents the definitive roadmap to achieving breakthroughs in speed, efficiency, and customer value for any firm engaged in new product development.

Book Information

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Customer Reviews

Inhave read several of Ron Mascitelli's earlier books and I have attended 2 of his training seminars at the AME conferences. I find his books and his approach to be practical, readable, and yet firmly grounded in lean thinking. There are a number of books that try to apply the methods of lean manufacturing to lean NPD. I am sure there is some benefit from this, but the real change required to bring lean thinking into NPD requires substantial change. This book addresses these issues admirably. I recommend it very much.

"I just finished reading Ron's new book over the weekend, and I must say that I am impressed. Having read and benefited from Ron's previous books, I had high expectations and I wasn't disappointed. The writing style and practical approach were refreshing, and the content goes well beyond his previous works. I particularly liked the 'event-driven' approach that integrates many of the lean product development tools that I've been using into a scalable front-to-back process. I plan to use his 'market requirements event' within the next few weeks on a new platform project, to help capture voice-of-the-customer data into a set of requirements that our developers can actually understand. I highly recommend this new book to both experienced lean practitioners and to those who are just discovering the benefits of applying lean thinking to the new product development process."

Well managed Lean Product Development may be the Holy Grail for successful and sustainable business. Many different and highly complex processes are orchestrated by a multitude of functional groups in the effort of satisfying customers while making an acceptable profit. In Mastering Lean Product Development the author reveals a series of event-driven processes that promise to create value in a much shorter and more effective development cycle.Mascitelli's considerable hands-on application of these processes come together in this very readable and instructive treatise. His treatment of the subject allows the reader to apply specific elements of Lean Product Development successfully and expand into other areas as their comfort level increases and the desire for deeper application allows. Underpinning the various topics and phases of new product development is a highly practical methodology that few instructors can offer, springing from the author's considerable

application experience in a variety of industries. This is a must-read for anyone contemplating Lean Product Development.

This book integrates SCRUM, project management, lean and value engineering successfully! I applied its approach at work and it worked great!

This was recommended to my husband by a business friend and was very pleased with the book. We were originally told it would be a day or two later than we had requested but it ended up arriving right on time.

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