

DATE: **February 27th, 2009**
TIME: **11:00 a.m. – 1:00 p.m.**
PLACE: **Dorsey-Ewald Conference Center**
University Enterprise Laboratories
1000 Westgate Dr., St. Paul, MN

PLEASE RSVP TO: rgreder@breakthroughforum.com or
call (763) 443-1531

Managing

**Ask about complimentary
registration and lunch**

&

Chaos Complexity Change

in Product Development:

- Tools**
- Processes**
- Mindsets**

DISCUSSION LEADER

Rod Greder, Ph.D. is an international trainer, speaker and consultant in the area of new product development. Dr. Greder serves on the board of the Product Development & Management Association of Minnesota, is co-chair of the Biotech SIG of Life Science Alley and writes a bi-monthly column on product development for Manufacturer's Alliance. He is a member of the American Society of Training & Development and teaches marketing, new products management, creativity and innovation, and project management and product development at St. Thomas, Hamline and the University of Minnesota.

Rod consults and provides training on innovation, cross-functional communication, NPD metrics and best practices, change management and new product discovery, development and launch. He also facilitates a monthly peer-to-peer forum for leaders of product development and product management that focuses on best practices, benchmarking and breakthrough insights.

“The rate of change is not slowing down anytime soon. If anything, competition in most industries will probably speed up even more....” says John Kotter, author of *Leading Change*. Continuous change creates uncertainty in setting product development goals, causes organizational inefficiency, and increases personal stress. Change also creates enormous opportunities for the nimble and well-informed. Learn useful techniques and discuss mindsets that are necessary to manage complexity and chaos in product development. Make effective and rapid adaptability a core competency for your organization.

Come hear about Chaord, a self-organizing, complex, adaptive system, which exhibits characteristics of chaos and order. Chaord describes a system that constantly learns in order to adapt.

– coined by Dee Hock, founder of VISA.