

# New Product and Process Development - From Strategy to Factory Floor

written by Lauri Moon | April 15, 2020

**The *SPEED OF CHANGE* keeps increasing in *EVERYTHING*. Including...**

· Customer Requirements	· Technology	· Communications
· Competitive Marketplace	· Knowledge/Know-How	· Materials
· Supply Chains (Reshoring)	· People (Turnover)	· Methods/How-To's

**The time is NOW for manufacturers to get better at INNOVATION - at New Product Development and Implementation.**

IMC is offering this no-cost webinar featuring:



## **3P (Production, Preparation, Process)**

### **A time-tested methodology for New Product and Process Development**

On this webinar, we will cover:

- Introduction of the ***3P methodology for New Product and Process Development and Implementation*** (with Lean/CI Master Black Belt, Jeff Kopenitz)
- A look at New Product-related business considerations (strategic, financial, sales, marketing)
- How the IMC Team can support you and your company on New Product Development and Implementation

**Register**

Zoom login information will be shared prior to the event.