

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

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**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.