

# New Product Development Professional (NPDP) Certification

CPCUG – Entrepreneurs and  
Consultants SIG

March 15, 2008



# About NPDP Certification



## ◆ Certifying Authority

- The Product Development and Management Association (PDMA) [www.pdma.org](http://www.pdma.org)

## ◆ Requirements

- Education – Bachelors degree from accredited university\*
- Experience – At least two years of professional NPD experience
- Knowledge – Must pass the NPDP certification exam

# Related Certification Options

- ◆ Pragmatic Marketing
- ◆ Association for International Product Management (AIPMM)
- ◆ Why I chose NPDP
  - Goes beyond product management and product marketing
  - Provides a business perspective
  - Very analytical approach

# Areas of Focus

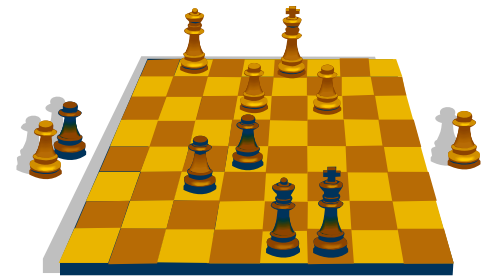
- ◆ Strategy
- ◆ Portfolio Management
- ◆ New Products Process
- ◆ Tools and Metrics
- ◆ Market Research
- ◆ Teams, People, and Organizational Issues

**More Info**



# Strategy

- ◆ Understand corporate strategy as it applies to
  - Product strategy
  - Platform strategies
  - Market strategy
  - Technology strategy
- ◆ Understand performance characteristics of different strategies



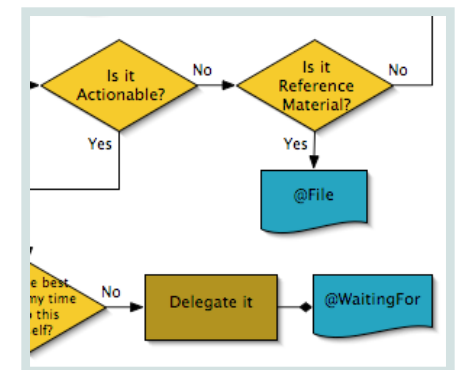
# Portfolio Management

- ◆ Understand how to manage your product portfolio to:
  - Maximize value
  - Balance (the right mix)
  - Align with strategy and vision
  - Manage resources
- ◆ Helps focus investment in new products to those with the greatest chance of success!



# New Products Process

- ◆ Understand the characteristics of product processes including:
  - Phases from concept to launch
  - Lifecycles
  - Decision points and gates
  - Required activities for each phase
- ◆ A good new product process increases chances of success and cuts losses from losing products early



# Tools and Metrics

◆ Understand a variety of tools used in NPD including:

- Pricing and forecasting
- Innovation tools
- Engineering and Manufacturing
- VOC/QFD
- Project management
- Tools for measuring results



# Market Research

- ◆ Understand when and how to involve potential customers in development:
  - Primary vs. secondary research
  - Concept testing
  - Market testing
  - Use testing
  - Alpha/Beta testing
  - Techniques (focus groups, interviews, surveys)



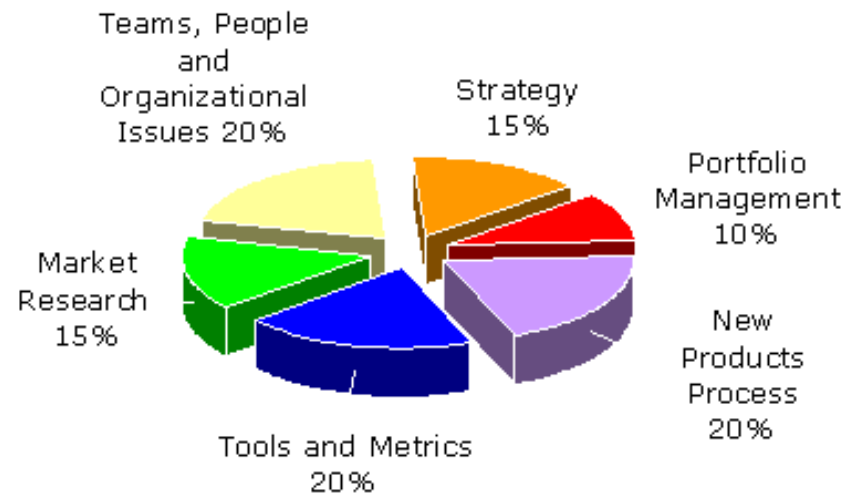
# Teams, People, and Organizational Issues



- ◆ Understand different team structures and how they achieve different results:
  - Cross-functional team management
  - Lightweight, heavyweight and Autonomous teams
  - Culture
  - Roles and responsibilities
- ◆ Helps understand how you should set up and manage a product team to get the desired result

# About the Test

- ◆ 200 questions
- ◆ Four hour time allotment
- ◆ Given at Thompson Prometric
- ◆ Passing point – 75%
- ◆ Immediate results



# What's it Cost

- ◆ Application fee: \$200
  - Free for PDMA Members (\$225 annual dues)
- ◆ Test fee: \$250



# Maintaining Certification

- ◆ Attend conferences and seminars
- ◆ Teach others about NPD
- ◆ Be active in PDMA chapters



# The Value of Certification



- ◆ Credibility
- ◆ The certification process and the “ah ha” factor
- ◆ What I’ve done with it
  - Seminar and workshop offering
  - Help clients apply best practices
  - Use to develop my own products and services

# Preparing



- ◆ Take a certification workshop (I didn't)
- ◆ Read references in NPDP Study Guide
  - [http://www.pdma.org/certification/npdp\\_study.php](http://www.pdma.org/certification/npdp_study.php)
- ◆ Try the practice questions
  - [http://www.pdma.org/certification/practice\\_questions.php](http://www.pdma.org/certification/practice_questions.php)
- ◆ Access the PDMA Body of Knowledge
  - <http://www.pdmabok.org/>
  - Full access requires membership

# Thank you!

Cynthia Gilmer, NPDP

[cgilmer@opus-plus.com](mailto:cgilmer@opus-plus.com)

703-797-0183 x101

