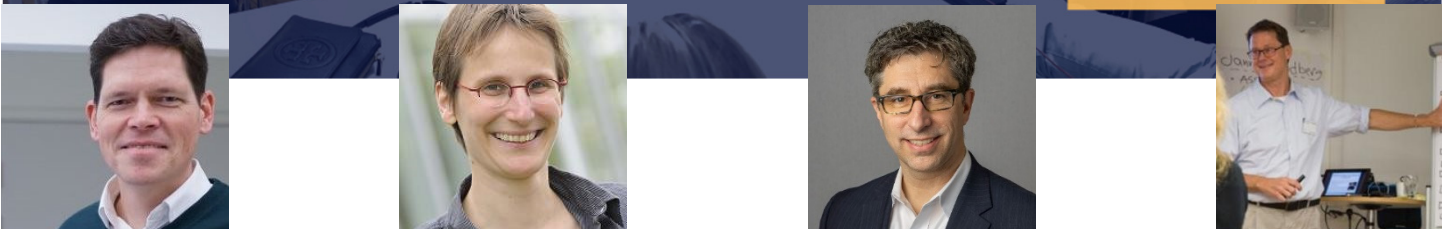


Virtual Summit 2021

Exchange in a Digital World

REGISTER TODAY!



Thursday, March 4, 2021 Pre-Conference Workshop using ZOOM

1pm GMT	Welcome and instructions – Peter Palmér & Juha Tammi
1:10pm-	Christer Lundh , Aufiero – <i>Workshop: Test Test Test +Reflections and interaction</i>
3pm	End

Friday, March 5, 2021: Conference using ZOOM

1pm GMT	Welcome and instructions – Juha Tammi & Peter Palmér
1:10pm-	Suzanne van Egmond , Philips – <i>Managing Front End Projects +Reflections and interaction</i>
2:00-	Short break
2:05-	Dan Shropshire , Teledyne Marine Systems – <i>Market Based Product Strategy Approach +Reflections and interaction</i>
2:55-	Coffee break
3:05-	Janne Lundberg , LIAB – <i>Business portfolio – How to Deliver High Customer Value On Time +Reflections and interaction</i>
3:55-	Short break
4:00-	Christer Lundh , Aufiero – <i>Test Test Test +Reflections and interaction</i>
4:50-	Final reflections and remarks
5pm	End

REGISTRATION FEE for one Digital Summit WS + Conference: 99 € + VAT
 Registrations through Lean Association of Finland: https://www.lyyti.in/LPPDE_Digital_Summit2021-01
 More information: www.lppde.org

Next Digital Summits
 April 16
 TBA



Peter Palmér, LPPDE and Juha Tammi, Lean Association of Finland
Peter and Juha represents the two organisation who organize these virtual events and will moderate the Virtual Summit.



Christer Lundh, Founder and President AUFERO

Workshop + presentation Test, Test, Test

There are two major processes in a company, development and production. New needs e.g., products, services or improvements undergo development. All different kinds of present operations undergo production. Development aims to create new value for your customers. The higher aim – the more customer values – the higher risks.

Development has to deal with the unknowns. If it is known, it is production. What you don't see, can contain good news in one case and bad news in another. Bad news doesn't show easily. The unknown unknowns – what you don't know, you don't know – can only be understood in retrospect of tests. Furthermore, rare events are rare and tends not to show up in past samples. Many of today's development processes underestimate the long-term average, trying to avoid or minimize sample testing. Given that the rare event is almost always negative, the better practice is to Test, Test, Test.

There is a non-linear relation between scope and reward or harm from testing. A metaphor explains the non-linearity. Relying on end of development system testing, is in comparison like falling from ten meters. The later actually seems to be the cutoff point for death from free fall. If you fall twice from five meters you survive. "Falling from one meter ten times cause you less harm, than falling from ten meters one time." And the harm falling from ten meters are more than ten times the harm falling from one meter.

In an opaque operation, like development, to figure out what knowledge is required to navigate is impossible. Different strategies creating value from testing and reducing harm for development will be covered. In production variance may create cost of poor quality. Contradicting, in development variance may create value.

Christer Lundh has a long and deep understanding of lean product development. Over the past fifteen years, in different leader positions, he has effectively implemented, and applied product development process based on Flow and Knowledge Based Development (KBD) at several companies.

To empower people, Christer has successfully adapted development teams around 'Function / Value' recognized by customers. Small cross-disciplinary Function Teams, applying Cadence and Flow on two-to-three-weeks takt, using Kanban Flow Boards and Daily Stand-up. And training and mentoring leaders and engineers, on the job training, of A3 process for problem solving / gap closing.

Christer has worked in lean set-up as Entrepreneurial System Designer leading a start-up. With speed and focus, rapid and valuable customer feedback and great sense of urgency, the development teams swiftly improved on every new prototype. Enabled teams to learn about customers' true needs. With present leadership, challenging targets and empower of people, teams quantify and make gaps visible. To see, transparency, boost motivation. Applying homing, with multiple quantified countermeasures, teams together close their gaps, and the best – them owning the solutions.

At Kongsberg Automotive Christer initiated a companywide transformation implementing Knowledge Based Development in 2008. He led that strategic transformation during 2009 working together with Michael Kennedy (TCC). Thereafter Christer led the pilots as trainer that pioneered a full global roll out during 2010-2013.

Christer is founder and president of AUFERO AB. Embedded, as a transformational "catalyst", he offers help to leaders to succeed with Agile and Lean Product Development.



Suzanne van Egmond, Managing front-end projects at Philips - Lean Project Management

Managing Front End Projects



This is a brand-new presentation developed on the difficult theme of managing front end projects. Using her theoretical and practical knowledge Suzanne will guide us down the road of what has worked and what hasn't within this very challenging field. What is the role of the project manager in this phase and how do you create the rapid learning needed to assure you create value further down the line.

Suzanne van Egmond worked all her working life, more than 20 years, in product development roles in Philips. In the last ten years, seven are spent on training, coaching and advising actors in product development area: project teams, project managers, development leaders, etcetera. In those years, Suzanne developed a sound capability in the area of lean product development. This capability strengthened in the last couple of years, in which she has "returned" to project management, applying her own advice and deepening the skills on using lean product development for real. Suzanne has been a board member of LPPDE for six years and recently started Nabla lean product development, a Lean PD advisory company, as a side-job.



Dan Shropshire, Vice President of Sales at Teledyne Marine Systems

Market Based Product Strategy Approach



The central part for a Product Development organization is to have a good Research and Development Road-map. This presentation will tell you how to create and how to maintain your own Research and Development Road-map. It starts with understanding the Jobs-to-be-done in each of your major market segments and how to prioritize product development to eliminate your knowledge gaps and "nail-it" with a product or service.

When defining your roadmap you need to be aware of your competitors. How do you stack up? Are there any new entrants who are trying to erode your market share by introducing a lower priced product that meets the minimum to be successful? Could your technology be used in an adjacent market to fulfill a customer's need? Or are you a startup trying to disrupt the industry by offering a solution to a problem in a simplified manner and at a price point that allows new users to jump in. The only way for you to find success is to get it right the first time and own your newly created market. We will demonstrate a step by step process that will give you the tools and exercises to build a successful roadmap for your company.

Dan Shropshire is Vice President of Sales working for Teledyne Marine Systems in N. Falmouth, MA. He manages a team of product line managers, program managers, application engineers, glider operators, trainers, and sales staff; producing some of the most advanced underwater technology in the world. Specialize in market based product development and strategic planning. Previously founded Mobile Phone software start-up Mobile Excursions, LLC in January 2009 with the aim of creating fully interactive multimedia guides to be used at travel destinations around the world. Previously ran Northrop Grumman's Chandra X-Ray Observatory program for NASA, a \$2.4 Billion orbiting telescope which continues to make amazing, universe altering, discoveries.



LIAB Lundberg
Innovation AB

Janne Lundberg, President of LIAB, Lundberg Innovation AB

Business portfolio – How to Deliver High Customer Value On Time

In an energetic way Janne will present his vast experience and learnings on how to work in an efficient way delivering customer value on time, all the time.

Janne Lundberg is a Global Agile Innovation Coach and Speaker. Since 2017 Janne is working as an independent consultant transforming global leading companies – having significantly increased their Value creation, the OnTime performance and the employee happiness.

Until 2017 he worked for 6 years as Global Lean Innovation Manager for ASSA ABLOY, becoming one of the 100 most innovative companies in the world (Forbes) – before Apple. At ASSA ABLOY, Janne introduced Lean Innovation in around 90 Innovation sites globally, including starting 60 Pulse Rooms, training 1500 employees and certifying 170 Lean Innovation Champions.

Before Agile he has worked during the main part of his career at Atlas Copco with global industrial and automotive customers. There he was driving the electrical and digital transformation. He has a Master of Science in Engineering and has used Agile since 2006. He also has a LPD university training at Chalmers 2008.

Janne will present the ‘tough learnings’ from the hard work making innovation project portfolios becoming OnTime. It is so easy to say, but in reality – it can fail in so many ways. The experiences are coming from companies in industrial tools, security, medical, elevators, material, railway, pumps and nuclear based instrumentation.



**LEAN PRODUCT & PROCESS
DEVELOPMENT EXCHANGE INC.**

Exchange

Following the spirit of Lean Product & Process Development EXCHANGE there will be good possibilities to Exchange knowledge with other attendees as well as with the speakers.

After each presentation we have a session +Reflections and interaction where you will reflect and interact on the learnings from the presenter.

We end the virtual LPPDE with some final reflections and remarks and hope the Exchange will continue on our LinkedIn site.

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Our mission is to bring the insights on lean process and product development together for you to learn and exchange

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