

NEW PRODUCT DEVELOPMENT WITHIN THE CONTEXT OF A CREATIVE & INNOVATIVE CULTURE

“Fostering Creativity and Innovation in Product Development to Drive Market Success”

Schedule

Date	Venue	Fees
17 - 19 Feb 2026	Doha, Qatar	USD 2495 per delegate
23 - 25 Jun 2026	Doha, Qatar	USD 2495 per delegate
05 - 07 Jul 2026	Doha, Qatar	USD 2495 per delegate
04 - 06 Aug 2026	Doha, Qatar	USD 2495 per delegate

► Available delivery methods: Face-to-Face & Online Training

Introduction

In today's highly competitive marketplace, the ability to innovate and develop new products is key to sustained business success. However, it's not just about creating new ideas—it's about cultivating a culture of creativity and innovation that drives the development process, nurtures talent, and delivers products that meet customer needs and exceed expectations.

This 3-day course is designed for product managers, R&D teams, and business leaders seeking to develop new products within an innovative and creative culture. Participants will gain practical insights into the new product development (NPD) process, with a focus on fostering creativity, managing innovation, and implementing best practices to bring new products to market successfully.

Objectives

By the end of this course, participants will be able to:

- Understand the critical stages of new product development (NPD) from ideation to market launch
- Foster a culture of creativity and innovation within their teams and organizations
- Develop tools and frameworks for managing innovation throughout the product development lifecycle
- Implement best practices in concept development, prototyping, and market testing
- Leverage customer feedback and market research to guide the development process
- Successfully bring innovative products to market with a focus on customer needs and business goals

Why Attend

- Learn how to integrate creativity and innovation into the product development process
- Develop practical skills for managing the NPD process from concept to market launch
- Gain tools for fostering a collaborative, creative environment within product teams
- Understand how to use market insights and customer feedback to shape new products
- Build the confidence to lead product development initiatives in a competitive business landscape

Target Audience

This program is designed for:

- Product managers and product development teams
- R&D and innovation managers
- Business development professionals and entrepreneurs
- Marketing and strategy professionals involved in product planning
- Senior executives leading innovation and new product initiatives

Individual Benefits

Key competencies that will be developed include:

- A structured understanding of the NPD process and its stages
- Practical tools to stimulate creativity and manage innovation
- Enhanced ability to collaborate and lead cross-functional teams
- Expertise in using customer insights and market data to drive product decisions
- Confidence in leading new product development projects from concept to launch

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- A stronger product portfolio driven by innovation and market insights
- More efficient and creative product development processes
- Improved collaboration and alignment between R&D, marketing, and business teams
- Better market fit and customer satisfaction through customer-driven product development
- A culture of innovation that accelerates growth and enhances competitive advantage

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Overview of the NPD process and innovation management tools
- Case Studies - Real-world examples of successful and unsuccessful product launches
- Workshops - Group activities to apply creativity techniques and NPD tools to product concepts
- Peer Exchange - Collaborative discussions and feedback on product development challenges
- Tools - Product development templates, ideation frameworks, and innovation tools

MAWA EVENTS

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Course Outline

Detailed 3-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: The Fundamentals of New Product Development

- **Module 1: Introduction to New Product Development (NPD)** (07:30 – 09:30)
 - Understanding the stages of NPD: from concept to commercialization
 - Key drivers of innovation and product success
 - The role of creativity in the NPD process
- **Module 2: Fostering a Creative and Innovative Culture** (09:45 – 11:15)
 - Building a culture that encourages creative thinking and risk-taking
 - Techniques for stimulating innovation and idea generation
 - Managing organizational barriers to creativity and innovation
- **Module 3: Market Research and Customer Insights** (11:30 – 01:00)
 - Using market research to inform product decisions
 - Gathering and analyzing customer feedback
 - The role of customer personas in product development
- **Module 4: Workshop – Idea Generation and Concept Development** (02:00 – 03:30)
 - Participants work in groups to brainstorm product ideas and concepts
 - Presenting ideas to the group and receiving feedback
 - Refining product concepts based on market insights

Day 2: Developing, Prototyping, and Testing Products

- **Module 5: Prototyping and Design Thinking** (07:30 – 09:30)
 - Rapid prototyping and iterative design for product development
 - Using design thinking principles to guide the creation of product prototypes
 - Validating ideas through early-stage testing and feedback
- **Module 6: The NPD Stage-Gate Process** (09:45 – 11:15)
 - Introduction to the Stage-Gate process for NPD management
 - Key stages: idea generation, concept development, prototype testing, and commercialization
 - Managing the transition between stages and minimizing risk
- **Module 7: Product Testing and Validation** (11:30 – 01:00)
 - Techniques for product testing: A/B testing, focus groups, and pilot runs
 - Collecting and analyzing test data to refine product offerings
 - Aligning product features with market needs and expectations
- **Module 8: Workshop – Building a Product Prototype and Validation Plan** (02:00 – 03:30)
 - Hands-on session: Developing a prototype and validation strategy for a product concept
 - Group feedback on the feasibility and market potential of ideas

Day 3: Bringing Products to Market and Managing the Innovation Pipeline

- **Module 9: Go-to-Market Strategy and Launch Planning** (07:30 – 09:30)
 - Building an effective go-to-market strategy: positioning, pricing, and distribution channels
 - Preparing for a successful product launch: marketing, sales, and public relations
 - Aligning product launches with business objectives and timelines
- **Module 10: Managing the Innovation Pipeline** (09:45 – 11:15)
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Continuously generating and managing new product ideas

- Balancing short-term innovation goals with long-term business strategy
- Metrics for tracking innovation success and measuring product performance
- **Module 11: Post-Launch Evaluation and Feedback Loops** (11:30 - 01:00)
- Measuring product success through KPIs and performance metrics
- Collecting and integrating post-launch customer feedback
- Iterating on the product based on market response
- **Module 12: Workshop - Developing a Product Launch Plan** (02:00 - 03:30)
- Participants design a comprehensive product launch plan, including marketing and distribution strategies
- Group presentations and instructor feedback

Certification

Participants will receive a **Certificate of Completion in New Product Development within the Context of a Creative & Innovative Culture**, validating their ability to foster creativity and manage the new product development process from ideation to market launch.

Why Choose MAWA Events

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