

## Action Guide

### 446: Winning at new products

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## Application Questions

1. What kind of uncertainties is your organization or industry facing?
2. What challenges have you faced with portfolio management or committing to too many projects?
3. What is your product development process and is it making use of Stage-Gate efficiently?



## Actions to Take

### What to Do Now

- Use iterative innovation to get feedback from customers fast, early, and often.
- Get rid of non-value-added work in your Stage-Gate process.

### What to Do Soon

- Examine your approach to organizing product portfolios and assess if they are aligned well to current company strategy.
- Rank your product projects and reallocate resources from the bottom projects to the top projects. Be bold in making tough decisions.