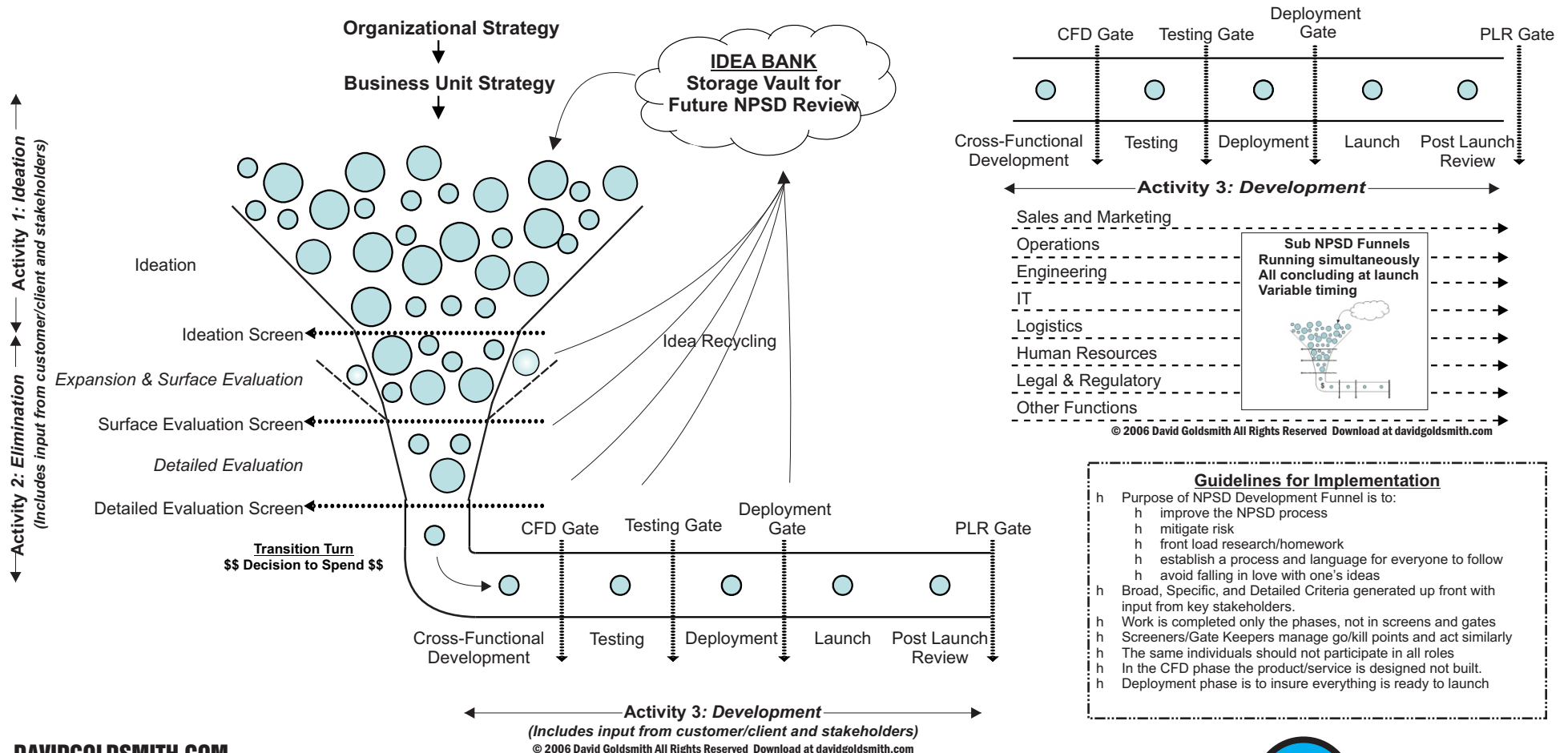




Enterprise Thinking DEVELOPMENT FUNNEL[™] for new products, services, and improvements



- Guidelines for Implementation**
- h Purpose of NPSD Development Funnel is to:
 - h improve the NPSD process
 - h mitigate risk
 - h front load research/homework
 - h establish a process and language for everyone to follow
 - h avoid falling in love with one's ideas
 - h Broad, Specific, and Detailed Criteria generated up front with input from key stakeholders.
 - h Work is completed only the phases, not in screens and gates
 - h Screeners/Gate Keepers manage go/kill points and act similarly
 - h The same individuals should not participate in all roles
 - h In the CFD phase the product/service is designed not built.
 - h Deployment phase is to insure everything is ready to launch

DAVIDGOLDSMITH.COM
PAIDTOTHINK.COM
GOLDSMITHINSTITUTE.COM

