New Product Blueprinting
Front-End Innovation for B2B Organic Growth
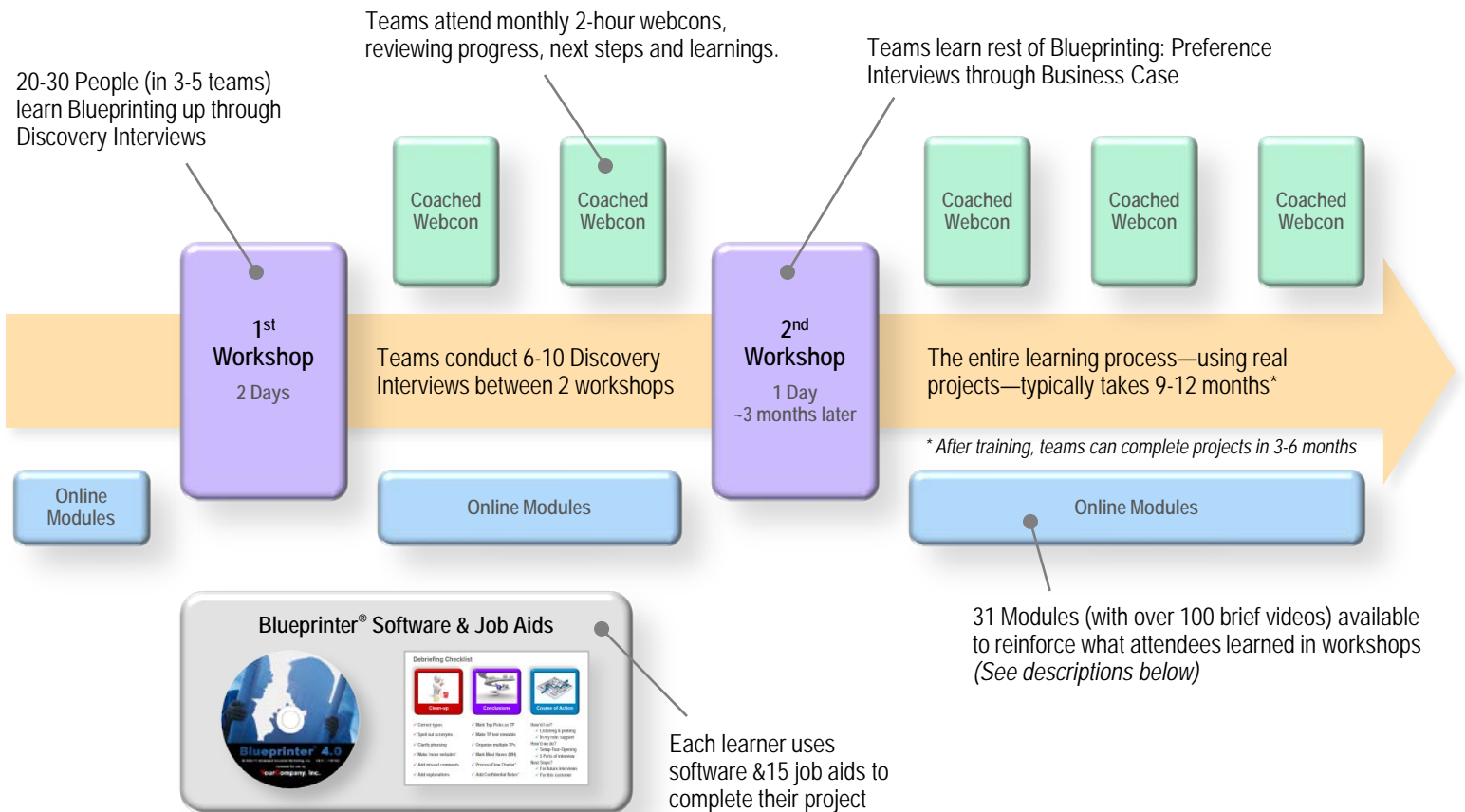
AIM Advanced Industrial Marketing

Overview of Blended Workshop Training

A "parachute" workshop—where the trainer drops in and leaves—is no way to learn critical new skills & tools. You will learn New Product Blueprinting over many months of comprehensive training & coaching… A *system* proven by thousands in Fortune 100 companies.

Your training will blend 4 types of learning:
- A 2-day workshop followed by a 1-day workshop
- Monthly 2-hour web-conferences with a coach
- 31 Self-paced 15-30 minute online modules
- Blueprinter® software and 15 job aids

Teams attend monthly 2-hour webcons, reviewing progress, next steps and learnings.

Teams learn rest of Blueprinting: Preference Interviews through Business Case

20-30 People (in 3-5 teams) learn Blueprinting up through Discovery Interviews

Coached Webcon

Coached Webcon

Coached Webcon

Coached Webcon

Coached Webcon

1st Workshop 2 Days

Teams conduct 6-10 Discovery Interviews between 2 workshops

2nd Workshop 1 Day ~3 months later

The entire learning process—using real projects—typically takes 9-12 months*

After training, teams can complete projects in 3-6 months

Online Modules

Online Modules

Online Modules

Blueprinter® Software & Job Aids

Blueprinter 4.0

Debriefing Checklist

Each learner uses software &15 job aids to complete their project

31 Modules (with over 100 brief videos) available to reinforce what attendees learned in workshops *(See descriptions below)*

Module 1: Blueprinting Overview

Keys to profitable, sustainable significant growth • 8 Front-end principles • Why "Blueprinting" • 7 Steps of New Product Blueprinting • Connection to stage-and-gate process • When to use Blueprinting • Products vs. services • Intro to Blueprinter software • Training timeline

Minutes: 16
Videos*: 2
Job Aids: 0

* Brief videos included within time shown

Module 2: The Fuzzy Front End

Independent research on the drivers of NPD success • Proof that front-end spending is cost-effective • Obstacles to good front-end work • How to invert your NPD process • Pursuing customer outcomes before supplier solutions • 3 Options for handling exciting supplier technology

Minutes: 15
Videos: 2
Job Aids: 0

Module 3: The B2B Advantage

4 Differences between B2B and B2C customers • Exploring knowledge, interest, objectivity & concentration • B2B Profiles • Using AIM's B2B Index • How to "pre-sell" your product • 8 B2B-specific practices in Blueprinting • Downloadable Job Aid: B2B Index Calculator

Minutes: 15
Videos: 1
Job Aids: 1

Module 4: Blueprinter® Software

Blueprinter Tips Sheet • How to load the software • Home page • How to navigate • Market research • Discovery interviews • Preference interviews • Side-by-side testing • Product objectives • Technical brainstorming • Business case • Job Aid: Blueprinter Tips Sheet

Minutes: 19
Videos: 1
Job Aids: 1

Module 5: Secondary Market Research

Types of research tools • Primary vs. secondary research • Research shopping list • Research flow chart • Internet research sources • Google search tips & directory • Multi-client study sources • Industry expert sources • Blueprinter Research Sheets • Job Aid: Market Research Tips Sheet

Minutes: 24
Videos: 2
Job Aids: 1

Module 6: Market Segmentation

Why segment by markets • Characteristics of B2B markets • Concentration of force • Segment portfolios • Process-product matrix • 3 Segmentation examples • 7 Project scoping guidelines • Blueprinter market screening tools • 3 Focusing tools • Breadth of scope • Geographic segmentation

Minutes: 21
Videos: 2
Job Aids: 0
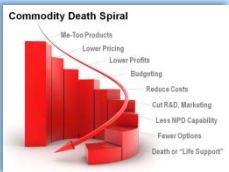
Module 7: High-Impact New Products

Independent research on high-impact products • 4 Levels of new product impact • Skills needed for high-impact products • Adams' Risk Paradox • Commodity death spiral • Specialty-commodity tension • How to reduce risk • 6 Conditions for new product success • Avoiding 4 failure modes

Minutes: 16
Videos: 1
Job Aids: 0

Module 8: Creating & Capturing Value

Value creation vs. capture • ISBM's "Value Salami" • 3 Pricing approaches • Impacting B2B products vs. processes • Value calculators • AIM's value calculator template • Penetration vs. skimming • How to move demand curves with AIM's CARE model • Job Aid: Value Calculator Examples

Minutes: 33
Videos: 1
Job Aids: 1

Module 9: High-Performance Teams

3 Drivers for diversity of the mind • KAI inventory • Paradox of structure • Product development cycle • Problems A & B • Managing team diversity •Internal team discipline • Team development • Team capabilities map • Informed disagreement • Rules of engagement • External team connections

Minutes: 22
Videos: 1
Job Aids: 0

Module 10: Interviewing Fundamentals

Why customer interviews • Weak questions • Typical shortfalls • Who should conduct interviews • Who to interview • Value chain • Interviewing groups vs. individuals • How many interviews • Interview structure • Digital projection • Global cultural differences • Pitfalls to avoid • Using Blueprinter
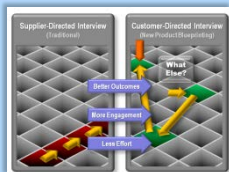
Minutes: 25
Videos: 4
Job Aids: 0

Module 11: Listening Skills

Take the listening quiz • Why listening is difficult • 10 listening roadblocks • Video of roadblocks • Becoming a great listener • 2 Parts to listening • AIM's PEAR method • Posture, expression, activity & response • Video examples of PEAR • Job Aids: Listening Quiz; Listening Practice
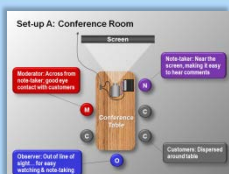
Minutes: 19
Videos: 4
Job Aids: 2

Module 12: Probing Skills

The power of questions • 8 Low-lumen questions to avoid • High-lumen examples • The masters of discovery • Good probing video example •AIM's customer outcome grid • Weak vs. strong probing videos • Customer-directed probing • Art of Turtling • Job Aid: Probing Practice

Minutes: 23
Videos: 5
Job Aids: 1

Module 13: Interview Logistics

After the 1st workshop, learners receive weekly email reminders, beginning with Module 13

8-Step interview timeline • Phone setup script • Video examples • Using AIM's Agenda Template • Secrecy agreements • 3 Interviewing roles • Packing list • Video of pre-visit briefing • Conference room setup • Videos of different settings • Job aids: Quick-Start Card; Agenda Template

Minutes: 29
Videos: 9
Job Aids: 2
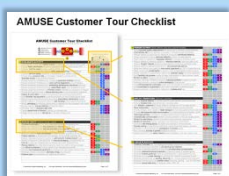
Module 14: Customer Tours

3 Goals of customer tours • 4-Point checklist for gaining context • Video examples of tour prep & practices • 7 Lean wastes • AIM's AMUSE tour methodology for identifying opportunities • AMUSE example • Estimating value creation • Job aids: AMUSE Checklist; Customer Tour Log

Minutes: 20
Videos: 5
Job Aids: 2

Module 15: Discovery Interviews

AIM's Discovery interview flow • 5 Parts to Discovery interviews • Time allocation during interviews • Opening • Current State • Problems • Ideal State • Triggered Ideas • Top Picks • Closing • 7 Video examples of interviews • Using Blueprinter software • Adding other agenda items

Minutes: 28
Videos: 9
Job Aids: 0

Module 16: Capturing Customer Outcomes

The Science of Turtling • 3 Categories of customer remarks • Practice identifying outcomes, solutions & background • Outcome-solution chain • Methodology for uncovering outcomes • Practice with video examples • Outcome statements simplified • Recording outcomes • Must-haves

Minutes: 22
Videos: 4
Job Aids: 0

Module 17: Trigger Methods

The paradigm trap • How triggers generate fresh ideas • When to use triggers • AIM's triggers: Benefits Map, Trends Map & Outcomes Map • Video examples of triggered interviews • Identifying customers' mental ruts • The 'What if" method • Using Blueprinter to prepare trigger maps

Minutes: 20
Videos: 4
Job Aids: 0

Module 18: Debriefing after Interviews

Blocks to comprehension & retention • Ebbinghaus Forgetting Curve • Mechanics of debriefing • Debriefing checklist • Clean-up, conclusions & course of action • Video examples of debriefing • Using Blueprinter Flow Charter • 10 Ways to follow-up • Job Aid: Debriefing Checklist

Minutes: 19
Videos: 4
Job Aids: 1
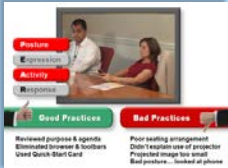
Module 19: Discovery Simulation A

Simulations based on Acme Resins (paint ingredients supplier)
• Learner identifies good & bad practices in 7 video examples:
Opening, Current State, Problems, Ideal State, Triggered Ideas, Top
Picks, Closing • Good and bad practices assignment

Minutes: 24
Videos: 8
Job Aids: 0

Module 20: Remote Interviews

Types of remote interviews • Why web-conferences • 7 Considerations for
remote vs. face-to-face interviewing • Hosting services • Set-up • Attendee
access • Audio & video • Webcon features • 12 Tips for successful web-
conferences • Video examples • 6 Bonuses of remote interviewing

Minutes: 18
Videos: 4
Job Aids: 0

Optional: Discovery Interview with Coach Present

Coach accompanies interview team on one of its first Discovery interviews
• Coach provides guidance at pre-visit meeting • Team practices use of
Blueprinter software & roles • Coach serves as observer during customer
interview • Coach provides advice after interview during debriefing

Module 21: Discovery Simulation B

Simulations based on Acme Tools (nailgun supplier) • Video examples of
key sections of interview • Learner observes & records good & bad
practices • Learner observes video example and practices moderator role •
Learner observes video example and practices note-taker role

Minutes: 24
Videos: 6
Job Aids: 0

Module 22: Discovery Simulation C

Simulations based on Acme IT Services (IT services provider) • Video
example for identifying good & bad practices • Video example for moderator
practice • Video example for note-taker practice • Video examples for
recording outcome statements during Ideal State and Top Picks

Minutes: 20
Videos: 6
Job Aids: 0
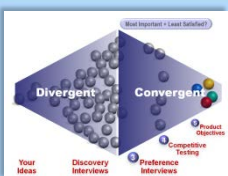
Module 23: Preference Interviews A

Divergent-to-convergent thinking • 4 Factors in selecting top outcomes
• Using Blueprinter's data mining feature • 5 Parts of AIM's Preference
interviews • Anchoring customers' numerical responses • 5 Video examples
of Preference interviews • Tips for using Blueprinter during interviews

Minutes: 22
Videos: 6
Job Aids: 0

Module 24: Preference Interviews B

The best audience for Preference interviews • Conducting Preference
surveys • 5 Video examples of good & bad practices • Importance vs.
Satisfaction • AIM's Market Satisfaction Gap • Using Blueprinter to weight
responses • Analyzing sub-segments • Analyzing points in value chain

Minutes: 26
Videos: 8
Job Aids: 0

Module 25: Side-by-Side Testing

6 Requirements for side-by-side testing • 5 Reasons for side-by-side testing
• 5 Factors in designing test methods • 3 Levels of what to test • 3 Levels
of how to test • 6 Rules for managing data • Ascending data • Descending
data • Binary data • Special cases • Using Blueprinter AutoCalc

Minutes: 18
Videos: 1
Job Aids: 0
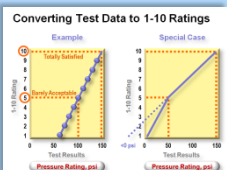
Module 26: Side-by-Side Testing Simulation

Simulations based on Acme Thickener (hair gel resin supplier) • Simulation background information • Selecting competitive products to test • Direct measure • Panel comparison • Expert prediction • Learner develops test methods • Learner recommends units and acceptance levels

Minutes: 12
Videos: 1
Job Aids: 0
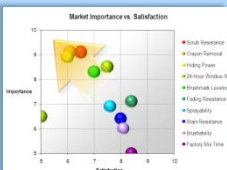
Module 27: Product Objectives

10 Blueprinting methods for capturing "mind of the customer" • 4 Tips for analyzing data • 6 Blueprinter charts for analyzing data • 2 Blueprinter charts for creating detailed designs • 25 Planning considerations • Multi-generation roadmap • Job aid: Strategies for Setting Product Objectives

Minutes: 24
Videos: 1
Job Aids: 1

Module 28: Product Objectives Simulation

3 Unique simulations based on Acme Thickener • Learner views 6 Blueprinter charts and recommends product design • IMP-SAT bar chart • IMP-SAT bubble chart • Market Satisfaction Gap chart • Customer Value contour map • Outside-In column chart • Side-by-Side Competitor line chart

Minutes: 12
Videos: 1
Job Aids: 1

Module 29: Technical Brainstorming

Difference between technology- and product-development • Key inputs for brainstorming • 4 Brainstorming steps • Video examples of brainstorming steps • Reversing hidden assumptions • 6 Blueprinter steps for prioritizing ideas • Blueprinter Sorting Matrix • How to use TRIZ • Open innovation
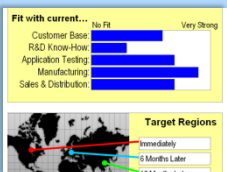
Minutes: 26
Videos: 1
Job Aids: 0
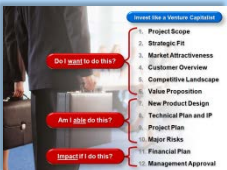
Module 30: Business Case

5 Steps to a strong business case • Avoiding 4 "fact errors" • Investing like a venture capitalist • Using Blueprinter to capture input • Creating a 12-point business case with Blueprinter • Decision-making based on real options theory • Beyond the business case

Minutes: 24
Videos: 1
Job Aids: 0

Module 31: Business Case Simulation

Learner identifies strong & weak points • Project scope • Strategic fit •Market attractiveness • Customer overview • Competitive landscape • Value proposition • New product design • Technical plan • Project plan • Risks • Financial Plan • Approval • Job Aid: Business Case Scorecard

Minutes: 15
Videos: 1
Job Aids: 1