

NPISim®

A role playing simulation of change in product introduction management



NPISim® is a registered trademark of The Change Works Limited.

“Today”		“Tomorrow”
Guessed	Customer Requirements	Rigorously deployed
Secrecy based	Customer/supplier relationships	Partnership
Individual task by function	Resource management	Cross functional team tasks
Activity based	Planning	Goal driven
Test, analyse & Fix	Development	Simulation & design of experiments
Necessary regulatory cost	Product data management	Valuable deployment of heritage

The purpose of NPISim® is to help people to recognise that it is possible to radically improve the performance of their New Product Introduction (NPI) process.

NPISim® outline

Participants run a project to develop a new product to meet customer demands. In a cross functional role play, participants learn how to design for manufacture, involve suppliers and, most importantly, listen closely to the customer.

How NPISim® works

During each cycle of the simulation participants design and build a product using construction bricks to time, cost, quality and customer satisfaction targets.

Cycle 1

In this cycle participants are exposed to:

- The inefficiencies and high levels of waste in a classic NPI process
- A high level of customer dissatisfaction with their performance

Debrief

During the debrief, participants:

- Discover the degree to which the way they worked influenced the quality, cost and lead-time of their NPI project
- The extent to which the classic functional deployment of resources compromises the performance of an NPI process
- Learn how to redesign the process through the application of a goal driven approach to planning within an open cross functional environment

Cycle 2

In this cycle, participants:

- Experience the greatly enhanced performance of the new process
- Achieve their goals and satisfy their customer

Debrief

During the debrief, participants:

- Develop the understanding to enable them to transfer their learning from the simulated experience to the NPI process in their own business

Participative roles in NPISim®

- Customer
- Project Manager
- Marketing
- Design
- Production Engineering
- Manufacturing
- Supplier

NPISim® Features

- Customer & Product Requirements planning
- Concept generation & selection
- Cost deployment using target values
- Concurrent product & process development
- Process modelling & measurement
- Basic supplier relationships development
- Goal driven project planning
- Basic interpersonal & rational teamworking skills

Benefits of NPISim®

- Participants unfreeze their traditional mindsets
- Participants illustrate the effectiveness of 'process' versus 'functional' thinking

Participants learn how to:

- Rigorously deploy the voice of the customer
- Involve suppliers to real benefit
- Use goal based project planning to get results
- Reduce new product introduction lead times
- Develop teamworking skills & cross functional relationships

Simulation logistics

- Team size for NPISim® is 7 to 12 people
- Number of simulation cycles is 2

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