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COURSE BROCHURE

New Product Development Risk Management Training Course

28 February – 4 March 2027
Kuala Lumpur

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Ref: 3247_123618 **Date:** 28 February – 4 March 2027 **Location:** Kuala Lumpur **Fees:** 4600 GBP

New Product Development Risk Management is a 1-week training course for product managers, engineers and research and design leads steering new products from concept to launch who leave with a launch risk dossier for their own product. Shorter development cycles, unfamiliar components and rising expectations for safety mean that hidden weaknesses now surface late and expensively. Jupiter Prime Training places New Product Development Risk Management at the centre of sound launch decisions.

Why New Product Development Risk Management Matters Now

Three pressures shape how new products reach the market today. Faster release targets freeze design choices before every weakness is visible. Thin supply for new parts means a late component can stall a launch. Rising safety expectations mean field failures damage trust widely. Organisations that weigh exposure at each gate launch with fewer recalls. The course rests on established risk management guidelines and on accepted practice for analysing how designs can fail.

Who Gains Most from New Product Development Risk Management

- People who own a product concept and must justify each step from idea to release
- Engineers who set specifications, tolerances and test plans for new designs
- Research and design leads who decide which prototypes and options move forward
- Sourcing and supplier quality staff who qualify parts made for the first time
- Project coordinators who keep gate reviews, launch schedules and sign-offs on track

Cross-functional product teams gain most when product, engineering and sourcing members attend together.

New Product Development Risk Management Capabilities

Participants practise spotting design weak points early and proving a product is ready to ship.

- Assess technical, market, schedule and safety exposure for a new concept — portfolio funding decisions
- Apply a structured design failure analysis to rank weak points — engineering change priorities
- Design prototype and verification tests that retire the largest unknowns — test budget owners
- Weigh supplier exposure for new parts and qualify second sources — sourcing leads
- Build gate review evidence packs with clear pass, hold or stop criteria — gate committees
- Communicate launch readiness and residual exposure plainly — senior sponsors and sales leaders

Key New Product Development Risk Management Terms

- Stage gate — a planned decision point where a product team presents evidence and leaders decide to continue, hold, rework or stop.
- Design failure analysis — asking, part by part, how each could fail, with what effect and how likely detection is.
- Severity ranking — a score of how serious a failure's effect would be on users, safety or the business if it reached the field.
- Design verification — testing that confirms the design meets its written specification before production tooling is committed.
- Single-source part — a component available from only one supplier, leaving the launch exposed if that supplier slips or fails.
- Launch readiness — the agreed state in which design, supply and market plans are proven enough to release.

New Product Development Risk Management Day by Day

Day 1: Exposure Across the Development Lifecycle

- Lifecycle Phase Map — Where Technical and Market Uncertainty Peaks
- Four Exposure Types — Technical, Market, Schedule and Safety Trade-Offs
- Risk Management Guidelines — Shaping a Consistent Product Risk Process
- Concept Exposure Screen — Deciding Which Ideas Earn Development Funding
- Product Risk Ownership Chart — Assigning Accountability Across Functions

Day 2: Design Failure Analysis in Plain Steps

- Function and Part Breakdown — Scoping What the Analysis Covers
- Failure Effect Chains — Linking Part Faults to User Harm
- Severity, Likelihood and Detection Scores — Ranking Weak Points Fairly
- Design Controls and Safeguards — Choosing Changes That Lower Ranking
- Living Failure Register — Keeping Analysis Current Through Change

Day 3: Gate Reviews and Evidence

- Gate Criteria Sheet — Setting Pass, Hold and Stop Thresholds
- Evidence Pack Structure — Showing Committees What Has Been Proven
- Schedule Exposure Buffers — Protecting Launch Dates Without Hiding Slack
- Market Assumption Tests — Validating Demand Before Tooling Spend
- Gate Decision Records — Tracing Why Projects Continued or Stopped

Day 4: Prototypes, Testing and Suppliers

- Prototype Learning Plan — Matching Each Build to an Unknown
- Verification and Validation Tests — Proving Specification and User Fit
- Reliability Stress Testing — Revealing Weaknesses Before Customers Do
- New Part Supplier Assessment — Judging Capability, Capacity and Stability
- Second Source and Buffer Stock Options — Reducing Single-Source Exposure

Day 5: Practising the Launch Risk Dossier

- Concept Screen Applied to a Live Product — Confirming the Exposure Profile
- Failure Register Review on Participant Designs — Prioritising Engineering Changes
- Supplier Readiness Check for New Parts — Securing Launch Supply
- Launch Readiness Scorecard — Agreeing Release, Delay or Limited Release
- Launch Risk Dossier Completion — Presenting Residual Exposure to Sponsors

Applying New Product Development Risk Management After the Course

- Run a design failure analysis session with engineers on one current product and update the failure register with ranked actions.
- Rewrite the criteria for the next gate review so each pass, hold or stop decision rests on named test and supplier evidence.

New Product Development Risk Management Questions FAQ

What is New Product Development Risk Management and why does it matter now?

It is the discipline of finding, ranking and reducing technical, market, schedule and safety exposure from concept to launch. It matters now because faster releases push weaknesses late, where fixes cost more.

Which roles gain most from New Product Development Risk Management training?

Product owners, design and test engineers, research leads and supplier quality staff gain most. You benefit most if you decide whether a design or new part passes the next gate.

How does New Product Development Risk Management differ from a general project risk course?

It focuses on the product itself rather than only on project tasks. A general project risk course tracks cost and schedule; here you analyse how designs fail and how new suppliers affect launch.

What do you bring back from New Product Development Risk Management training?

You bring back a launch risk dossier for one of your own products. It holds a ranked failure register, gate criteria, supplier checks and a readiness scorecard.

New Product Development Risk Management: The Way Forward

The launch risk dossier first informs whether a product passes its next gate or returns for rework. Product owners, engineers and sourcing leads use it to agree which weak points close before release. After the first launch, it is worth revisiting how field returns compare with the original severity rankings.