Lean Product & Process Development: Fast and Deep Thinking: Using Causal Mapping to Drive Product Innovation

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Workshop Summary

In today's fast-paced global market, product competition is becoming increasingly intense. However, continuously creating profitable innovations is no easy task. To achieve long-term success, product development teams need a systematic approach to innovation, as failures can lead to excessive inventory and environmental waste.

One effective yet often overlooked approach is causal mapping. This method enables engineers and designers to visually map out the complex relationships between various factors and parameters that influence product features. In this workshop, participants will learn how to use causal mapping to identify design opportunities for innovation. Through group activities and hands-on exercises, participants will engage in discussions on product development trade-offs and practice generating product concepts that deliver value to customers.

Objectives

The purpose of this workshop is:

- Demonstrate how causal mapping enables "deep-and-fast thinking" to drive product innovation.
- Explain different types of causal maps in tackling design problems and challenges.
- Provide a systematic approach for knowledge creation and the development of innovative product concepts.
- Enhance participants' understanding of the benefits of using causal mapping in product development.

Related Materials

- [Lean Product and Process Development, 2nd Edition](#).

Topics and materials that will be covered are:

- Challenges in innovation
- Essence thinking in product development
- The power of analogical thinking
- Introduction to causal mapping and its benefits
- Constructing causal maps
- Practical applications of causal mapping in innovation
- Learning by doing: hands-on exercises for generating product concepts

Workshop Benefits

Through instruction, small group discussions, exercises, and a practical case study, participants will:

- Understand the impact and importance of essence thinking and analogical thinking in product development.
- Learn the steps involved in constructing a causal map.
- Apply their learning to improve product development practices within their organizations

Who Should Attend?

- Leaders and management teams looking to enhance employees' product development skills and capabilities.
- Leaders, management teams, and lean practitioners involved in driving product development transformations.
- Product development professionals seeking a systematic approach to consistently creating profitable innovations.
- Production line personnel facing challenges in generating innovations.

Notes

- **Attendance** – 1 Day Workshop
- **Class size** – Maximum 20 people per day
- **Timings** – Each day will run from 09:00 – 17:00 breakfast & registration will be available from 08:00
- **Cost –** £460.00 (excluding VAT) per delegate
- **Facilities** – Breakfast, refreshments and lunches will be provided by LEA

Secure your Workshop Place Here