



Why join the Breakthrough Forum?

Benefits

Members apply forum insights to compress cycle times, identify new product concepts, trim development costs and to grow as leaders and individuals. Insights and breakthroughs arise from the meaningful dialogue that occurs among our diverse group of peers who all share a passion for innovation and a commitment to continuous learning and peer problem solving.

- Evade the 'school of hard knocks.' Learn from others who've graduated, avoid the pain.
- Benchmark with the best and remove uncertainty and doubt.
- Get insights that lead to breakthrough solutions to nagging problems. Regain control.
- Stay current with best practices. Be perceived as the insightful leader you are.
- Test ideas in a safe setting, avoid career-limiting mistakes. Gain greater confidence.
- Capture the real essence of key issues. Get at what really matters. Save time.
- Become more effective and personally satisfied.
- Form meaningful business and personal connections. Tap trusted colleagues for advice.
- **Accelerate your career and grow your company.**

Testimonials

"I've received ideas for compressing cycle times, cutting development costs and developing more innovative products from my peers in the Breakthrough Forum and from the experts that we bring in to lead discussions on key issues." NPD Director

"The forum meeting is the most provocative meeting I have." Product Manager

"You hear a lot about the value of social networking sites like LinkedIn but the Breakthrough Forum goes much deeper. You really get to know the other members and you want to go out of your way to help them and vice versa."
VP of Product Development

"I can't tell you how much I get from hearing other members share their thoughts. I just know what they have to say is the real thing and I'll be able to use it."
Director of Marketing, MedTech company

"We need to get outside of our four walls and not become too inwardly focused. The Breakthrough Forum is one of the tools we use to make our executive team faster, stronger and better." Dean Bodem, CEO of Viking Engineering

"There is significant value in being part of a mastermind group of members in leadership positions within product development environments. You can benefit from the wisdom of those who went through similar struggles that you may be experiencing. If you are fortunate to be invited to join



the Breakthrough Forum, I encourage you to fully check it out.” Kim Windingland, Owner, Alloy Technologies.

“Rod does an excellent job leading the Breakthrough Forum. Through his leadership the Breakthrough Forum provides provocative and pertinent presentations and discussions for top management. The Breakthrough Forum has proven to be an excellent investment of my time and money.” Bob Ziebol, President, Pursuit Medical

“My forum provides practical advice to real world product development problems from people who have ‘been there and done that.” Senior Manager, Product Development

Recent Member Issues*

- Getting more breakthrough innovation into my company.
- Alignment of strategic goals with department and individual objectives.
- Changing culture, processes and employee behaviors as a new leader.
- Doing a better job of forecasting and controlling costs and schedules for NPD projects.
- Doing a better job of resource allocation and portfolio management.
- Dealing with political “turf wars” among departments on NPD projects.
- Becoming more successful in partnering in R&D
- How to handle an orphan product line?
- How to handle difficult personalities?

Companies attending meetings

Medtronic, Andersen Windows, Boston Scientific, Graco, Minntech, Viking Engineering, Patterson Companies, Rave Sports, Nonin Medical, Cima Labs, Bioenergy, Pursuit Medical, Horton, Polaris Industries, Rainbow Tree Care, ATEK Companies, Emerson, Land O’ Lakes

Titles of current members

VP of R&D, VP of Engineering, Director of Marketing, VP of Product Management, VP of Strategic Planning, Founder, President, Director of Project Management, Director of Engineering, Director of Product Development, General Manager, Senior Product Manager, Product Line Manager, Director of Technology Development.

Best Practice Topics

Design, Portfolio Management, Leading Change, Biomimicry, Corporate Creativity, Technology Forecasting, “2 percenters”, Sensory Measurement, Product Champions, Swarm Creativity-Innovation Networks, History of Innovation, Knowledge-Bridging, Collaboration in NPD, Problem solving–TRIZ, LEAN, Six Sigma, PLM Tools, Market Development, Industrial Design, Happiness-Creativity, Concurrent Product Development

* All information shared by members is strictly confidential. We do not allow direct competitors in the same group. This group is an exclusive assemblage of trustworthy leaders chosen to be members based on their experience, intellect and integrity.