



TimeShift Productions

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Product Line Planning

We're so busy! How can we move *FORWARD*?

A semiconductor equipment company grew quickly and has key groups scattered in remote locations. It's now necessary to pull everyone together for a new product effort.

Company management asks TimeShift to bring together sales, marketing, and engineering leaders.

Project

TimeShift creates a two day event, interviews the principals inviting them to present, and prepares a customer / competitive overview. During the sessions key managers and technologists will discuss:

- overall market view – including all company served areas,
- competition in the new target segment,
- current product architecture review,
- development opportunities and risks going forward.

Results

- “Honest, open discussions gave us a sense of this project's importance to the company.”
- “Phil [Smith, TimeShift's principal] brought *street cred* and an outside view.”
- “He kept discussions moving, exercising the various positions without bias.”
- Key individuals renewed their support publicly, raising confidence.

Value

Pulling the team together surfaced concerns, exercised issues and explored solutions. Many side threads started, strengthening personal connections and opening solution paths which will ultimately improve the product and shorten development.

See your future... get there sooner

Sometimes to *start*, you first have to *stop*. Pull together the troops. Reiterate the direction. Steer discussion toward *action*.

Contact [TimeShift](http://timeshiftproductions.com) today.