New Product Blueprinting Workshop Agenda
2-Day workshop followed by 1-day workshop

1st Workshop (2 Days)

Day 1 of 2

Start	Hr:Min	Module #	Module or Exercise	Content
8:00 AM	0:15		Introductions	Welcome & introductions
8:15 AM	1:00	1	Blueprinting Overview	Basic principles, feedback on client diagnostic
9:15 AM	0:15	2	The Fuzzy Front End	Customer engagement, outcomes vs. solutions
9:30 AM	0:15		Break	
9:45 AM	0:15	3	The B2B Advantage	4 Differences between B2B and B2C
10:00 AM	0:45	4	Blueprinter Software + In-Class Exercise	In-class demo of Discovery Interview
10:45 AM	0:45		Exercise #1: Discovery Role-Play	Teams break out: Forklift Discovery interview
11:30 AM	0:10	5	Secondary Market Research	Research flow chart, finding industry experts
11:40 AM	0:20	6	Market Segmentation	Project Scoping, screening multiple segments
12:00 PM	1:00		Lunch	
1:00 PM	1:00		Exercise #2: Set Project Scope	Teams break out: Work on project scoping
2:00 PM	0:15		Review Project Scopes	Review results of last team breakout session
2:15 PM	0:30	10	Interviewing Fundamentals	8 Fundamental questions on B2B interviews
2:45 PM	0:15		Break	
3:00 PM	0:30	11	Listening Skills	Listening roadblocks, PEAR listening method
3:30 PM	1:00	12	Probing Skills + In-Class Exercise	Outcome grid, Color printer probing exercise
4:30 PM	1:00	13	Interview Logistics	Interview timeline, phone set-up, 3 roles
5:30 PM			Close	

Day 2 of 2

Start	Hr:Min	Module #	Module or Exercise	Content
8:00 AM	0:15		Intro & review	Address questions from previous day
8:15 AM	0:15	8	Creating and Capturing Value	ISBM "Value Salami", intro to value calculators
8:30 AM	0:15	9	High-Performance Teams	Distribute & explain learners' KAI psychometrics
8:45 AM	0:15		Advanced probing	"What & Why" probing, with class demo
9:00 AM	1:00		Exercise #3: Probing Simulation (card deck)	Discovery interviews with customer scripts
10:00 AM	0:15		Break	
10:15 AM	0:30	14	Customer Tours	3 Tour goals, AMUSE tour methodology
10:45 AM	0:45		Exercise #4: Plan Discovery Interviews	Teams break out: Prep for Discovery Interview
11:30 AM	0:30	15	Discovery Interviews	5 parts of interview, key job aids, time allocation
12:00 PM	0:45		Lunch	
12:45 PM	0:15	16	Capturing Customer Outcomes	Turtling to outcome statements, Must-Haves
1:00 PM	0:30		Exercise #5: Outcome Statements (Taxi)	Teams break out: Create outcome statements
1:30 PM	0:15	17	Trigger Methods	Benefits, Trends & Outcome Maps
1:45 PM	0:45		Exercise #6: Discovery Role-Play	Teams break out: Role-play Discovery Interview
2:30 PM	0:15		Break	
2:45 PM	0:15	18	Debriefing After Interviews	When, where, who & how to debrief, checklist
3:00 PM	0:15	20	Remote Interviews	Face-to-face vs. webcon, 12 tips for remote
3:15 PM	0:30	23	Preference Interviews (Preview)	Blueprinter Step 3, Market Satisfaction Gap
3:45 PM	0:15		Next Steps	Workshop follow-up: webcons & online modules
4:00 PM			Close	

2nd Workshop (1 Day, 3-4 months later)

Start	Hr:Min	Module #	Module or Exercise	Content
8:00 AM	0:15		Workshop Intro	Welcome, workshop & follow-up
8:15 AM	1:15		Review of Teams' Discovery Interviews	Update on teams' Discovery interview progress
9:30 AM	0:15		Break	
9:45 AM	0:45	23	Preference Interviews (Planning)	Data-mining Top Picks, reducing to 10 outcomes
10:30 AM	1:00		Exercise #7: Plan Preference Interviews	Teams break out: Prep for Preference Interview
11:30 AM	0:30		Preference Interviews (Conducting)	5 Parts of Preference Interviews
12:00 PM	0:45		Lunch	
12:45 PM	0:45		Exercise #8: Preference Interview Role-Play	Teams break out: Role-play Preference Interview
1:30 PM	1:00	24	Preference Interviews (Analyzing)	Interpreting MSGs, Using data for segmenting
2:30 PM	0:15		Break	
2:45 PM	0:30	25	Side-by-Side Testing	Designing test methods, converting to 1-10 scale
3:15 PM	0:30	27	Product Objectives	6 Charts to analyze, 2 charts to design product
3:45 PM	0:15	29	Technical Brainstorming	4 Steps of Brainstorming, Digital tools for team
4:00 PM	0:15	30	Business Case, Product Launch	12 Parts of business case, product launch intro
4:15 PM	0:15		Next Steps	Workshop follow-up: webcons & online modules
4:30 PM			Close	