Blueprinting Advanced Skills Workshop
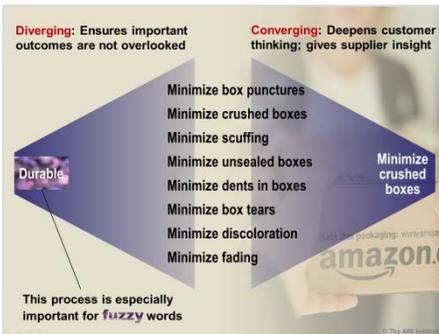## (Provided in both public and in-house client sessions)

Take your New Product Blueprinting skills to the next level with this two-day session… offered publicly or at your location. The training includes 12-month access to Blueprinter 5.0-*Discovery* software and all 31 e-learning modules. This training is now a prerequisite to Blue Belt certification, so if you wish to get your Blue Belt later, that will take three (not five) days. You'll learn much that is new: 80+% of this material is not covered in core training. With 11 individual and group exercises, it's all about boosting *your skills*.

Mastering new cloud-enabled Blueprinter® 5.0
Impress your customers with higher-impact Discovery interviews… with or without an internet connection. Then seamlessly synchronize your work with team-mates.

Exercise: Individual practice navigating and using Blueprinter 5.0, to become familiar with the many new software features.

Crafting concise Outcome Statements
Your project's success rests on your ability to accurately capture customer needs in Outcome Statements. Learn our new Diverge-Converge method to clarify "fuzzy outcomes."

Exercises: Two Outcome Statement exercises (individual and group) with practice using the new Blueprinter 5.0 "Title Box."

Convincing reluctant interviewees
Study several tools and the Trust Equation for securing interviews. Also learn how to manage uncertainty in unfamiliar markets with FAQS (Facts-Assumptions-Questions-Surprises).

Exercise: Role-play phone calls requesting Discovery interviews in Supplier-Customer pairs, using a new tool in Blueprinter 5.0.

Probing for deeper Discovery insights
Master the "What & Why' probing method and learn how to uncover deeper 'What' insights with the SALT (Senses-Actors-Location-Timing) method.

Exercises: Two group exercises, one role-play interview using 'What & Why'… and one to practice the SALT probing method.

Getting the most out of Trigger Maps

With Blueprinter 5.0, you no longer need to hand out hard copies… now you can display your map digitally. Also, learn how to create and use powerful Job Maps and Consumption Chains.

Exercise: Individual practice creating a Job Map using a narrative description in a case study (that is used throughout the training).

Debriefing for high-quality Discovery

By employing strong 'upgrading' skills during post-interview debriefing, your Discovery interviews will yield more useful insights… for the current project and for corporate memory.

Exercise: Group exercise cleaning up a Discovery sheet in a simulated post-interview debriefing session.

Finding & recording insights from tours

Blueprinter 5.0 includes a powerful tool for capturing customer tour observations… as well as recording AMUSE (Accelerate-Minimize-Upgrade-Simplify-Eliminate) ideas for improvement.

Exercises: Individual exercise watching one of three video tours, and recording observations and improvements in software.

Creating winning product designs

We've seen that many Blueprinting practitioners need more hands-on practice in Step 5… creating a new product strategy and design. This simulation provides hands-on experience.

Exercise: Two simulations that cover market sub-segmenting… plus new product strategy, design & multi-generation roadmaps.

Building strong business cases

Learn six business case best practices, including progress tracking with FAQS, streamlining your reviews, creating an interim Market Case, and using the business case to consider external alliances.

No Exercise: Tools are provided for use when the learner returns to work.