



How to develop new products and solutions in uncertain times

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Uncertainty can lead to improvement and growth! Find out how to step up to the current challenges and successfully develop new services and products.

Guy Inbar - Co-Founder,
DifferenThiking

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- **95% of new products fail**
- **40% of products make it to market, of them, only 60% generate revenue**
- **11% of consumers remain engaged with new products after 52 weeks**

Solving the right problem and developing a valuable solution is key to your company's success.



Our customised programs delivered in-house (or online) support your success by:

- Focusing on market-driven products and services
- Applying practical tools and frameworks
- Aligning with your customers' needs
- Providing data-driven tools to support your business decisions
- Building a consistent and rigorous product approach across your teams



In our unique program, you will learn about the full product development and management lifecycle and best practice in each stage to ensure you have the best tools for a successful outcome.