



PDMA KOREA Affiliation

An Introduction

CIRCLEONE 조창규 (Ph.D. / NPDP)

Product
Development &
Management
Association



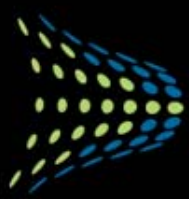
In This Document

Section 1: Frequently Asked Questions

- **What is PDMA?**
- **Who are the Members of PDMA?**
- **Why Affiliate?**
- **Where are the Current PDMA Affiliates?**
- **Have People in Any Other Countries Expressed Interest?**
- **How Could I Initiate an Affiliate? – Steps 1, 2, 3**
- **What Happens Next?**
- **What Happens If We Decide to Affiliate?**

Section 2: Benefits of PDMA

Section 3: PDMA Korea Start-up & Business Plan



pdma

Connecting Innovators Worldwide

Section 1: Frequently Asked Questions

Product
Development &
Management
Association



What is PDMA?

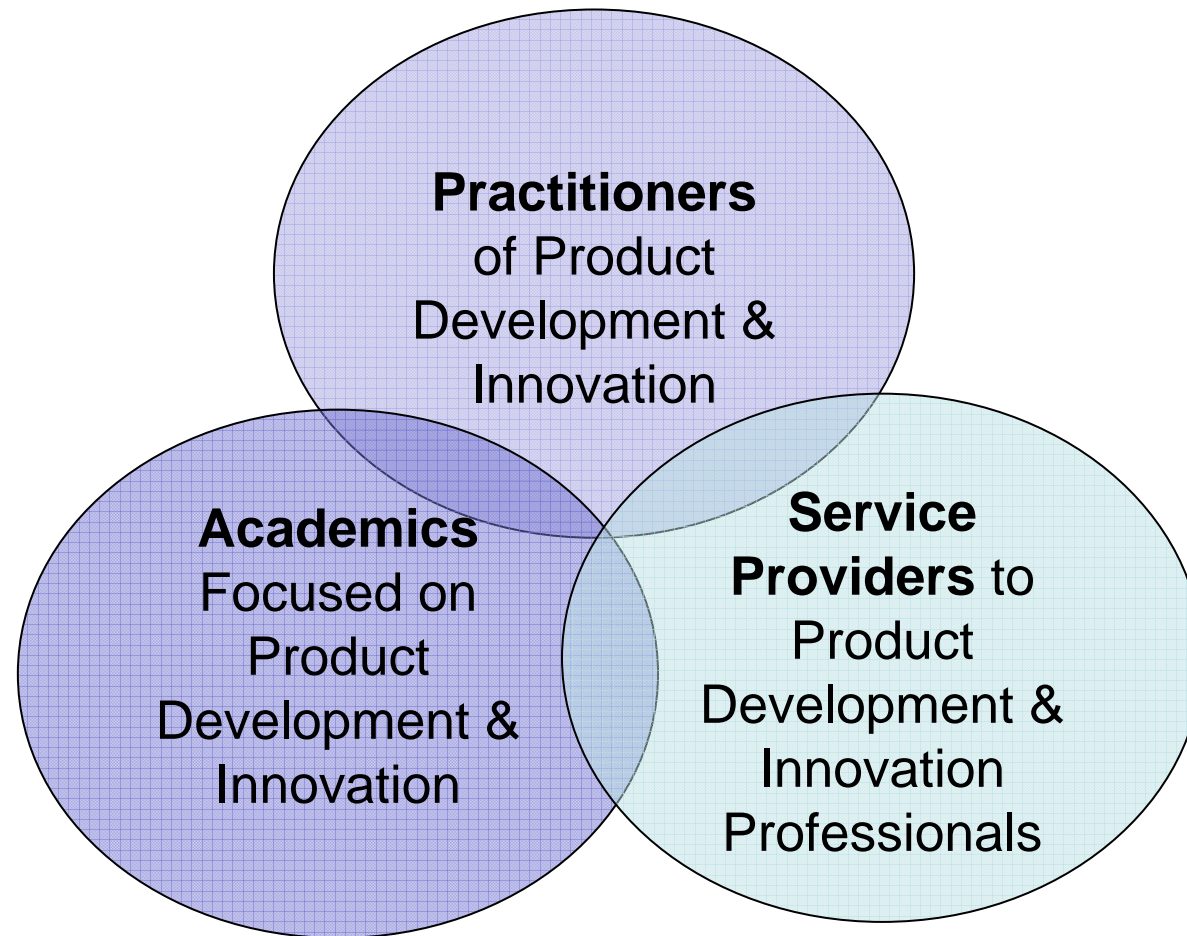
VISION

The PDMA is recognized as the premier global advocate for professionals and organizations working in the fields of new product development, management and innovation

MISSION

PDMA champions a global community that enables people and businesses to grow and prosper through innovation and the introduction and management of the new products and services to the world market

Who are the Members of PDMA?



Why Affiliate?

- **PDMA has spent over thirty years building a knowledge base regarding product development and innovation**
- **Rather than starting from the beginning you and your professional colleagues can take advantage of knowledge that has been generated thus far:**
 - PDMA has well-established, well-regarded publications
 - PDMA has been leveraging research and the knowledge of thought leaders for years to build relevant knowledge
 - PDMA has an established New Product Development Professional Certification Program
 - PDMA has established benchmarks of best **practices**

Why Affiliate?

continued

- **PDMA established an Affiliate Program in order:**
 - For a group that is interested in Innovation and Product Development and Management and is based outside the United States to formally enter into a business relationship with PDMA
 - To allow for the differences among countries, specifically the laws of each given country that vary regarding professional organizations

Where are the Current PDMA Affiliates?

- **Australia**
- **Canada**
 - **Ontario**
- **Central America**
 - **Costa Rica**
- **China**
- **DACH Region of Europe:**
 - **Germany**
- **India**
- **Mexico**
- **Netherlands**
- **Southern Europe**
 - **France**
 - **Italy**
- **UK**
 - **England**
 - **Ireland**
 - **Northern Ireland**
- **New Zealand**
- **Sub-Saharan Africa**
 - **South Africa**

Have People in Any Other Countries Expressed Interest?

- **Belgium**
- **Finland**
- **Greece**
- **Indonesia**
- **Israel**
- **Japan**
- **Korea**
- **Russia**
- **Singapore**
- **Slovenia**
- **Spain**
- **Taiwan**

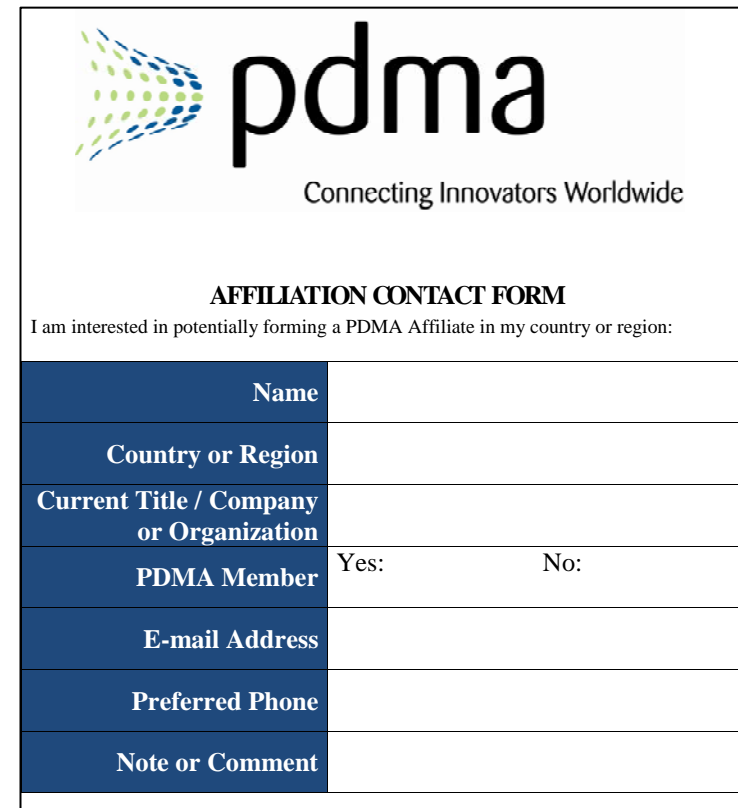
How Could I Initiate an Affiliate?: Step 1

- a. To start an affiliate organization you must be a current member of PDMA**
- b. If you are not, join the organization via the link**
- c. If you are, continue to Step 2**

http://pdma.org/join_pdma.cfm

How Could I Initiate an Affiliate?: Step 2

- a. Input the requested information into the Affiliation Contact Form



The screenshot shows the PDMA logo and tagline at the top. Below it is the title 'AFFILIATION CONTACT FORM' and a statement: 'I am interested in potentially forming a PDMA Affiliate in my country or region:'. A table follows with the following fields:

Name	
Country or Region	
Current Title / Company or Organization	
PDMA Member	Yes: No:
E-mail Address	
Preferred Phone	
Note or Comment	

How Could I Initiate an Affiliate?: Step 3

- a. **E-mail your Contact Form**

Int_Aff@pdma.org

What Happens Next?

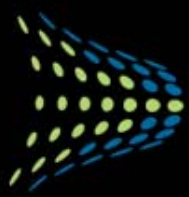
- a. After submitting your Contact Form expressing interest in establishing an Affiliate, your request will be reviewed by the PDMA Management Team**
- b. The purpose of review is to be sure there is no duplication of effort**
- c. If others in your country are working on Affiliation:**
 - You will be connected to that group**
- d. If no one else in your country is working on Affiliation, PDMA will confirm your interest and send you a pass code to access process detail and the documents that will guide you in establishing a legal organization**

What Happens If We Decide to Affiliate?

- a. This process is also the means to communicate consistently between interested groups and PDMA in order to:**
 - Guide your process
 - Answer questions
- b. If you are interested in accessing additional support, the International Affiliate Task Force will convene a planning call to:**
 - Outline available resources
 - Offer 'coaching' support if you want it
 - Address your questions

Thank You for Your Interest in PDMA

PDMA is the premier advocate and comprehensive resource for the profession of product development and innovation



pdma

Connecting Innovators Worldwide

Section 2: The Benefits of PDMA

Product
Development &
Management
Association



OVERVIEW: Benefits of PDMA Affiliation

1. Professional Development

- **Certification**
- **Conferences**

2. Professional Community

- www.PDMA.org
- **Alliances**

3. Innovation and Product Development Knowledge

- **PDMA Foundation**
- **Publications**
- **Body of Knowledge**

1. *Professional Development: Certification*

- PDMA has established a professional certification program
- While PDMA membership is not necessary for certification, within PDMA you will join the majority of those already certified. You can also obtain resources to support your members' applications and preparation for this distinction



- Should your members decide to pursue certification, their relevant experience will need to be documented and they will be required to pass an examination
- Reasonable fees are associated with this benefit

Professional Development: Certification *continued*

- **PURPOSE:** The PDMA New Product Development Professional (NPDP) Certification confirms mastery of new product development principles and best practices
- To qualify for NPDP Certification, candidates must meet the necessary criteria in education, experience, knowledge and pass a comprehensive examination



- Over 1000 individuals have become NPDP certified since the program's inception in 1999
- Once professionals have obtained NPDP Certification, they can maintain and expand their professional knowledge by acquiring Professional Development Hours (PDH) to qualify for recertification.

Benefits of NPDP Certification



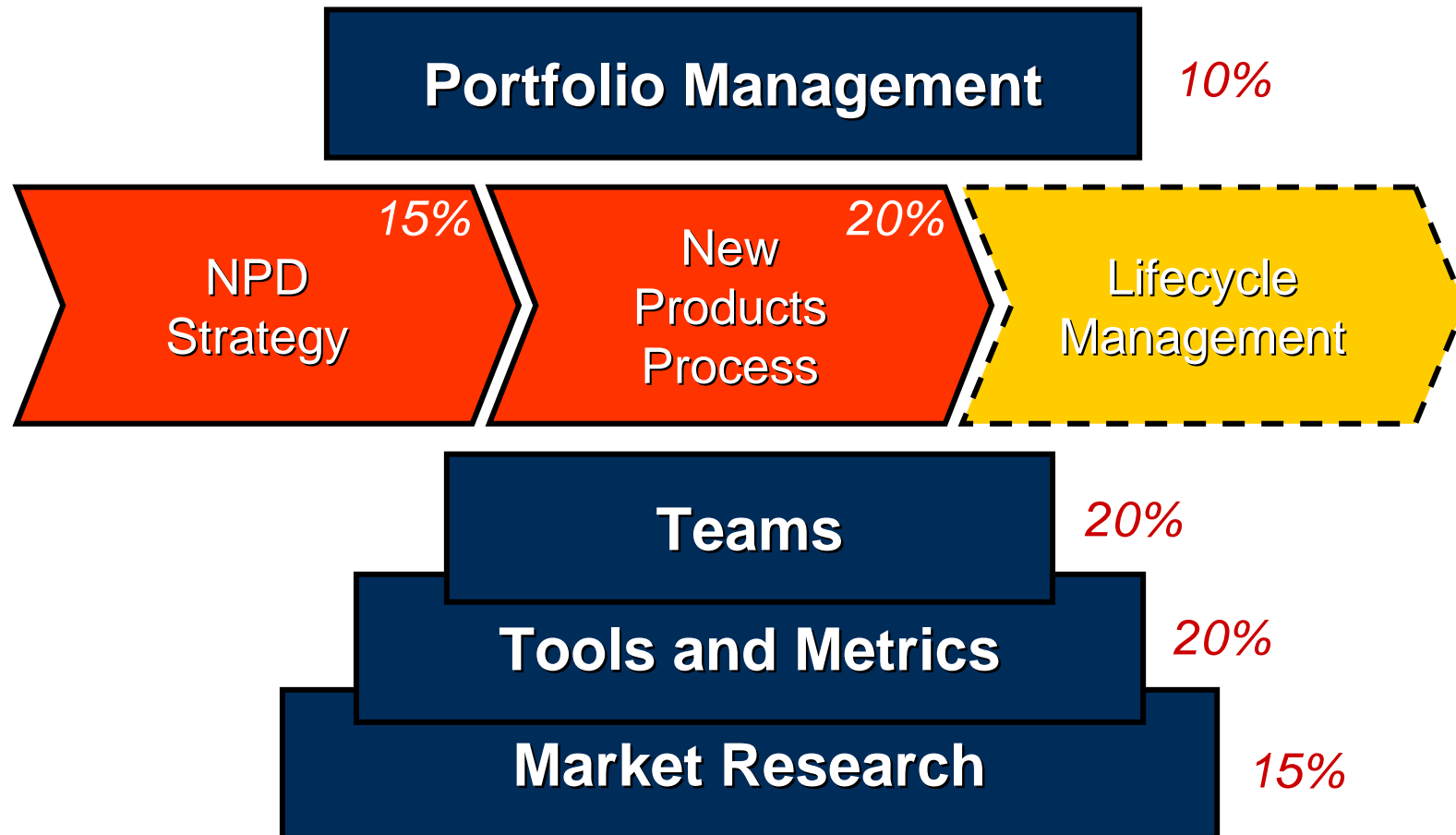
- **FOR INDIVIDUALS:**

- Confirms mastery of NPD principles and best practices
- Enables better job performance
- Enhances career/promotion opportunities
- Acknowledges growth, professional development and competence in NPD
- Increases recognition by peers, employers, and recruiters
- Sets an individual apart as an expert and leader in the field
- Delivers a unique distinction – it is the only Certification Program for the NPD Professional

- **FOR MANAGEMENT & ORGANIZATIONS:**

- Identifies those who have the knowledge and experience to move into new product leadership positions
- Differentiates among prospective candidates
- Offers the big picture, baseline and areas of focus
 - Top-performing companies understand that properly training employees leads to direct, measurable bottom-line benefits

NPDP Certification - Contents





The Product Development & Management Association

has conferred upon

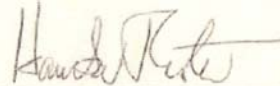
Chang Kyu Cho

the designation of


New Product Development Professional

For meeting the experience and knowledge requirements set forth by the PDMA Certification Committee.
Designees are subject to re-certification at three-year intervals.

In witness whereof we have set our hands this 21st day of July 2008.



President



Chair, PDMA Certification Committee

1. **Professional Development: Conferences***

PDMA Members Receive Discounts to Most PDMA Events

- **Annual International Conference:** For over 30 years innovation and product development professionals have gathered to:
 - Gain insight from the latest research
 - Network with other innovation and product development professionals
 - ‘One-stop shop’ for the latest NPD best practices, thought leadership and supplier resources for successful innovation and new product development and management
- **Co-Sponsored Events:** PDMA also co-sponsors several other conferences throughout the year in the US and Europe, each focusing on a topic that is relevant and vital to innovation and new products
- **Local Events:** In country Affiliate gatherings or in local Affiliate chapter gatherings, members meet for topical meetings, conferences or networking events

****Conferences are a great source of Continuing Education Units (CEUs) or Professional Development Hours (PDHs)***

2008 PDMA Annual Conference



2. Professional Community

- Conferences and local events play a big role in creating community as these are the primary networking events
- The www.PDMA.org web site and the periodical publications keep members attuned to what is happening in the global new product development community
- PDMA Alliances enable members to learn about events in related organizations or join them at a discount

2. Professional Community: www.PDMA.org

- The PDMA Web Site features the most up-to-date information about PDMA and its activities.
- It includes a 'Members Only' section, which hosts an online membership directory, full-text articles from PDMA publications and facilitates membership renewal
- The PDMA Web Site also provides valuable resources for new product development professionals, such as information about:
 - Glossary of Terms
 - NPDP Certification
 - Upcoming Events
 - Online issues of 'Visions Magazine'
 - How to Access the Body of Knowledge (members have deeper access)
 - Job Bank
 - Yellow Pages

2. Professional Community: Alliances

- As of November 1, 2008 PDMA has current Alliances with:
 - **APQC** - American Productivity & Quality Center
 - **CDMA** - Commercial Development & Marketing Association
 - **LES** - Licensing Executives Society
 - **SCIP** - Society of Competitive Intelligence Professionalsand soon to be approved is...
 - **SME** - Society of Manufacturing Engineers
- What that means to PDMA members:
 - Recognition as an alliance partner on each other's websites (including a direct link to the partner's website)
 - Conference co-promotions
 - Discounts on dues, conferences, etc. to the alliance partner members

3. Innovation and Product Development Knowledge: The PDMA Foundation

- Incorporated in 1999, the Foundation is organized (IRS 501(c)(3)) exclusively for charitable and educational purposes, including education and research related to the field of product development and management
- Current activities of the Foundation include:
 - Continuation of the PDMA¹'s longitudinal Best Practices Study begun in 1990
 - The PDMA Development Chain Standards Consortium
 - PDMA Frontier Dialogues
- The foundation published the 2004 Comparative Performance Assessment Study (CPAS)

3. Innovation and Product Development Knowledge: Periodicals



‘Journal of Product Innovation Management’ (JPIM)

- The leading academic journal devoted to the latest research, theory and practice in new product and service development
- Published six times a year
- For four consecutive years, JPIM has received the Golden Page Award from Emerald Group Publishing as the journal with the highest rating in Practical Usability of Research
- In 2003, JPIM was also recognized as one of the top 10 academic business journals by the Thompson ISI Impact Factor.

3. Innovation and Product Development Knowledge: Periodicals *continued*



'Visions' Magazine

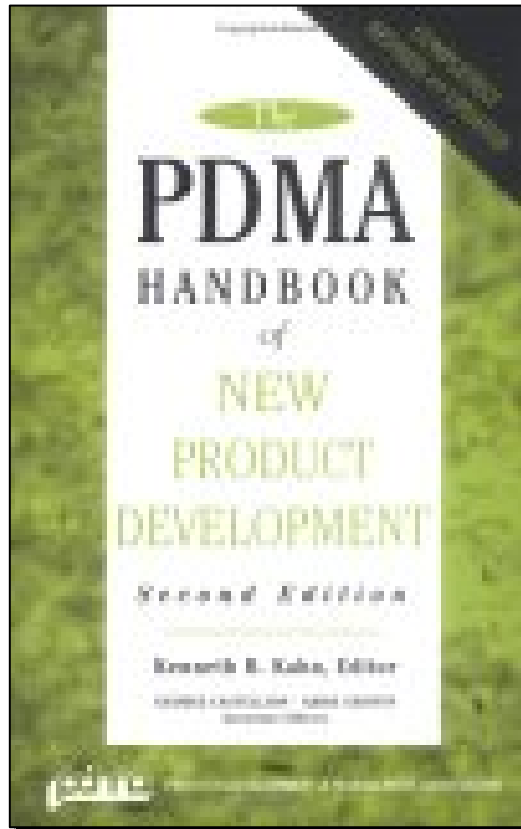
- This award-winning industry magazine is published quarterly and contains articles on practical tools and techniques dealing with a wide variety of innovation, product development and management issues

'Connections'

- This monthly electronic newsletter informs members of upcoming events, new benefits, other events of interest and news of interest to the membership

3. Innovation and Product Development Knowledge: Books

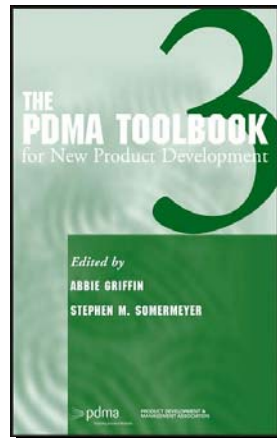
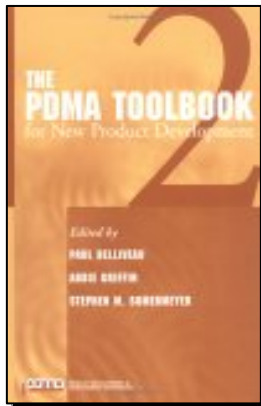
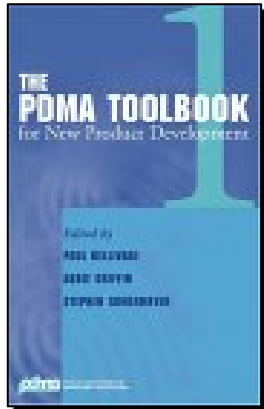
continued



PDMA Handbook of New Product Development (2nd Edition)

- This completely revised and updated new edition offers practical information pertaining to every stage of the product development process, from idea generation to launch to the end of the life cycle

3. Innovation and Product Development Knowledge: Books *continued*

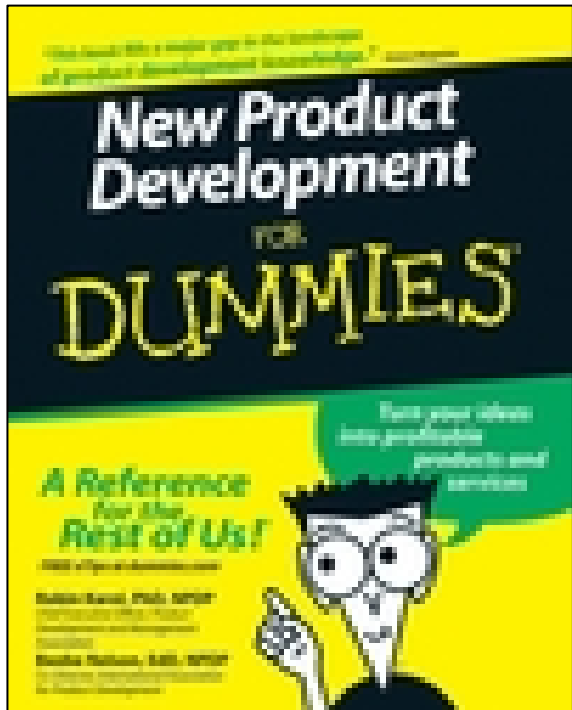


PDMA Toolbook for New Product Development (Books 1, 2 and 3)

- In each volume, key innovators in NPD offer best practice tools that can be implemented immediately by project leaders, process owners and program and portfolio managers in their own organizations
- PDMA members are able to purchase these books at a discounted price

3. Innovation and Product Development Knowledge: Books

continued



New Product Development for Dummies

- A 'practical behind-the-scenes guide intended to help individuals and companies develop and launch new products and services
- Includes tips for generating winning ideas, satisfying customers and planning a blockbuster launch—in turn, increasing the chances of market success

3. Innovation and Product Development Knowledge: Body of Knowledge (BOK)

- The PDMA Body of Knowledge organizes, distills and provides access to the continuously evolving core knowledge needed and used by product development and management professionals and their organizations.
- It includes generally agreed to definitions and summaries of important concepts, tools, methodologies and processes.
- It is organized to provide a foundation upon which to capture and build knowledge, as the field evolves.
- It provides access to related reference information around key topic areas and linkages to the latest writings and presentations on the topic of new product development.

The PDMA Body of Knowledge

Business/Portfolio Level	Discovery Phase		Development Phase		Commercialization Phase	
Project/Product Level						
Customer & Market Research	Business/Portfolio	Project/Product	Business/Portfolio	Project/Product	Business/Portfolio	Project/Product
Technology & IP	Business/Portfolio	Project/Product	Business/Portfolio	Project/Product	Business/Portfolio	Project/Product
Strategy, Planning & Decision Making	Business/Portfolio	Project/Product	Business/Portfolio	Project/Product	Business/Portfolio	Project/Product
People, Teams & Culture	Business/Portfolio	Project/Product	Business/Portfolio	Project/Product	Business/Portfolio	Project/Product
Co-Development & Alliances	Business/Portfolio	Project/Product	Business/Portfolio	Project/Product	Business/Portfolio	Project/Product
Process, Execution & Metrics	Business/Portfolio	Project/Product	Business/Portfolio	Project/Product	Business/Portfolio	Project/Product

Section 3: PDMA Korea Start-up & Business Plan

Product
Development &
Management
Association



Affiliate Start-up Criteria

1. Alignment with PDMA Vision and Mission
 - Affiliate agrees to carry out the global vision and mission locally
2. A Memorandum of Intent (MOI) is on file at PDMA Headquarters
3. A Viable Board
4. A Viable Business Plan
5. A Signed Charter Agreement

1. Alignment with PDMA's Vision & Mission

Question: Do I – and the fellow leaders I recruit – agree with this vision and mission and are we willing to promote it locally?

VISION


The PDMA is recognized as the premier global advocate for professionals and organizations working in the fields of new product development, management and innovation

MISSION

PDMA champions a global community that enables people and businesses to grow and prosper through innovation and the introduction and management of the new products and services to the world market

2. A 'Memorandum of Intent' on File...

Question: Can I agree to the key points in the 'Memorandum of Intent'



Connecting Innovators Worldwide

MEMORANDUM OF INTENT

This memorandum is to serve as a statement of the intent of the Product Development and Management Association, Inc. (PDMA[®]) to create an international organization by the creation of international affiliates of the Product Development and Management Association. Each affiliate will be asked to sign a charter agreement that will outline the specific terms of the affiliation. Until the Charter Agreement is available, the PDMA[®] would like potential affiliates to follow the current by-laws of the PDMA as well as the following guidelines:

- The International Headquarters Organization (PDMA[®], INC.) will be the main PDMA body and continue to hold international and national conferences and oversee the certification program and overall guidance.
- The pricing model will change. In order to become an affiliate member, the member will have to join the international organization, and then join the affiliate. Headquarters would then send the appropriate fees to the individual affiliates.
 - To enable this, especially in certain countries, there may be a more flexible pricing structure created that could include e-members that do not get any paper mailings.
 - There also may be affiliate subscription memberships and volume discounts.
- Requirements for application to become a franchised affiliate may include (final decisions to be made):
 - Alignment with the PDMA Mission
 - A viable board with a minimum of three executive officers that are already PDMA members
 - President, secretary-Treasurer, and president elect
 - Three additional at large board members are recommended
 - A viable "business plan" (following an existing template)
 - Geographic Scope
 - Officers and board
 - Projected membership and potential membership
 - Program plan for first year
 - Assistance from the PDMA is available for creating the applications.

For PDMA-XX : _____ Date: _____

Please print name: _____

3. A Viable Board is in Place

Question: Do we have a committed group of individuals who will invest the time necessary to develop a legally recognized organization that will sustain itself over time?

1. President – PDMA Member
2. Secretary-Treasurer – PDMA Member
3. President Elect – PDMA Member (this ensures succession planning)
4. Preferably 3 additional board members who are ‘at-large’ and who will volunteer to help build membership, program, and other initiatives of the organization

President	Myung Hwan Yun	Ph.D. Professor, Seoul National University mhy@snu.ac.kr
Secretary-Treasurer	Chang Kyu Cho	Ph.D. / NPDP Director, CIRCLEONE ckcho@circleone.co.kr
Executive Officer	Ambrose Kim	NPDP Principal Consultant, Samsung SDS ambrosekim@yahoo.com
	Jhongsik Oh	Ph.D. Chief Research Engineer, LG Electronics ohjs@lge.com
	Suwon Chung	Deputy General Manager, Samsung SDS chungsu1@samsung.com
	Hong-Jun Eoh	Ph.D. Manager, KT chirr@paran.com

3. A Viable Board is in Place

continued

NOTE: Most organizations as they mature will build out their Board to more fully mirror the PDMA Board (adding those positions that make sense as they have the volunteers to fill them):

- **Chair**
- **Vice Chair**
- **Secretary / Treasurer**
- **VP Academic Affairs**
- **VP Certification**
- **VP Chapters (if your Affiliate has sub-groups)**
- **VP Conferences (Program)**
- **VP International Affiliates**
- **VP Marketing**
- **VP Membership**
- **VP Publications**
- **VP of Services and Alliances**
- **X # Directors-at-Large**

4. A Viable Business Plan

Question: Do we have a clear plan for initiating an organization and sustaining it for at least a year?

In building your Business Plan, please include:

- The Geographic Scope of the Affiliate
- Identification of the Officers and Board Members
- Program Plan for the first year (this can be changed as you evolve)
 - Outline of how you plan to recruit and retain members and other participants
 - Outline of your vision for meetings: Frequency of events, nature of events, target participants for each kind of event
- Plans for your Kick-off Event—typically this is substantial and of compelling interest (e.g. a theme that will draw people, a one-day conference that will draw people—whatever you believe would be valuable and compelling to your constituents)

4. ***Business Plan—Notes on ‘Program’***

OBJECTIVES FOR PDMA PROGRAM:

- Professional Development of Members
- Members and Others Learning About or Contributing to Innovation, Product Development and Management Knowledge
- Building a Professional Community and Network

NOTE: PDMA has no ‘prescription’ for effective program—meetings or events may include full or half day conferences, breakfast, lunch or dinner meetings, site visits, workshops, *etc.*

PDMA KOREA

Networking & Community

- Set up of Regional site:
www.pdma.or.kr
- Promotion of site.
- Technological virtual business opportunities: match inventors, lead users with enterprises.
- Community event such as Site-visit

NPDP Certification

- Promotion to the target customers
 - Corporate
 - Academia
- Provide NPDP preparation review workshop
- Provide local program including PDHs

Professional Development Program

- NPD Forum
- Public Workshop
- Chapter Meeting & Panel Discussion
- Site Visit

PDMA Korea Program Plan

Activities	2009	2010	2011
<ul style="list-style-type: none"> ▪ PDMA Korea Chapter Meeting (2 or 4 PDHS) 	4 times /year	4 times /year	4 times / year
<ul style="list-style-type: none"> ▪ NPD Forum (4 or 8 PDHS) <ul style="list-style-type: none"> - Possibly co-organization with SNU 	Once /year	Once /year	2 times / year
<ul style="list-style-type: none"> ▪ Public Workshop (4 or 8 PDHS) <ul style="list-style-type: none"> - NPDP Preparation Review - Practitioners Workshop 	2 times /year	4 times /year	4 times / year
<ul style="list-style-type: none"> ▪ Networking & Community 	more than once	more than once	more than once

4. Business Plan—Notes on ‘First Event’

Please develop a description that includes:

- Target Market
- Description – Scope and Scale
- Theme/Topic(s)/Speaker(s)
- Venue
- Marketing and Promotion
- Pricing
- Pro-Forma Profit & Loss statement

4. ***Business Plan—Additional Resources***

- **COACHING:** If you would like additional support, while you are in the process of developing your Affiliate and/or once you are formally established, the International Affiliate Task Force is willing to provide coaching support to address your questions, make suggestions, help with thinking about your paperwork, *etc.*
- **CONTACT WITH LOCALS:** PDMA will work with you to send an initial e-mail to all existing PDMA members in your country/region and once your Affiliate is established, we can give you a list of others who have shown interest from your country/region
- **AFFILIATE PROMOTION:** Once your Affiliate is established, you will be listed on PDMA.org with a link to your Affiliate's website once you create it
- **EVENT PROMOTION:** Once your Affiliate is established, you can always submit your event to the common list of global PDMA activities

4. Business Plan—Contact Information

- PDMA Website www.pdma.org
- PDMA Headquarters Contact: Henry Van Nostrand
 - henry@pdma.org
 - (+01) 856-439-9052 ext 1
- PDMA Executive Director: Robin Karol, PhD, NPDP
 - rkarol@pdma.org
 - (+01) 856-439-9052 ext 8
- PDMA Vice President for International Affiliates & Chair of International Affiliate Task Force: Christina Hepner Brodie, NPDP
 - cbrodie@prtm.com
 - (+01) 781-434-1291

5. A Signed Charter Agreement

Once you have submitted:

1. A Memorandum of Intent (MOI)
2. A Viable Board
3. A Viable Business Plan

PDMA will send you a Charter Agreement and once it is signed, you are then an official PDMA Affiliate

적극적인 참여와 관심 부탁드립니다 !

Thank You ~