# Strategic R&D Portfolio Management and Project Prioritization Training Course

**Ref: #RD1325**

## Course Introduction / Overview:

For any organization, the R&D portfolio represents its future. Managing this portfolio effectively, from initial idea to market launch, is crucial for long-term growth and competitiveness. This training course is designed to provide R&D leaders, project managers, and strategic planners with tools to make data-driven decisions about which projects to invest in, which to postpone, and which to cut. It goes beyond generic project management to focus on the unique challenges of R&D, including risk assessment, resource allocation, and balancing short-term goals with long-term vision. We will explore how to build a balanced portfolio of innovation, including core projects, new growth initiatives, and transformational ventures. The curriculum is informed by the foundational work of global academics like Robert G. Cooper, whose stage-gate process has become a gold standard for managing new product development. This program provides a clear blueprint for turning a collection of good ideas into a strategic portfolio that delivers predictable results and a strong return on investment. BIG BEN Training Center is committed to empowering R&D leaders to build the future of their organizations.

## Target Audience / This training course is suitable for:

- R&D directors and managers.
- Product development leaders.
- Project managers in R&D departments.
- Strategic planners.
- Venture capitalists and investors.
- Innovation managers.
- Heads of engineering and technology.

## Target Sectors and Industries:

- Pharmaceutical and biotechnology.
- Technology and software development.
- Manufacturing and engineering.
- Consumer goods.
- Automotive and aerospace.
- Renewable energy.
- Government and public sector R&D departments.

## Target Organizations Departments:

- Research and Development (R&D).
- Product management.
- Corporate strategy and planning.
- Innovation and technology.
- Business development.
- Finance and investment.
- Mergers and acquisitions.

## Course Offerings:

By the end of this course, the participants will have able to:

- Develop and manage a strategic R&D portfolio.
- Prioritize projects based on strategic fitness and financial return.
- Conduct risk assessment and mitigation for innovation projects.
- Optimize resource allocation across the portfolio.
- Implement a stage-gate process for new product development.
- Use a balanced scorecard to measure R&D performance.
- Make a compelling business case for R&D investments.
- Lead a project prioritization meeting with confidence.

## Course Methodology:

This training course uses a highly interactive and case-based methodology to ensure participants gain practical, executive-level skills in R&D portfolio management. The program incorporates detailed case studies of leading companies that have successfully managed their innovation pipelines to achieve market leadership. We will use interactive workshops and portfolio simulations to practice critical skills like project prioritization, resource allocation, and risk-reward analysis. The course includes a hands-on group project where participants will work together to build a full R&D portfolio from scratch, defending their decisions based on a clear strategic framework. BIG BEN Training Center believes that hands-on training is essential for mastering strategic management. Our expert facilitators will guide discussions and provide personalized feedback, ensuring that participants leave with the confidence and practical experience needed to lead their organizations to future success through disciplined innovation.

## Course Agenda (Course Units):

### Unit One: Strategic Foundations of R&D Portfolio

- The purpose and principles of portfolio management.
- Aligning the R&D portfolio with corporate strategy.
- Categorizing projects (e.g., core, adjacent, transformational).
- The role of leadership in portfolio decisions.
- Understanding risk and reward in R&D.

### Unit Two: Project Prioritization Frameworks

- Financial models for project evaluation (e.g., NPV, IRR).
- Scoring models and strategic fit.
- Using a balanced scorecard for R&D.
- Decision-making criteria and governance.
- Developing a clear project prioritization process.

### Unit Three: Managing the R&D Lifecycle

- The stage-gate process and its application.
- From ideas to concept and development.
- Market validation and launch readiness.
- The role of checkpoints and decision gates.
- Tools for lifecycle management.

### Unit Four: Resource Allocation and Optimization

- Allocating people, budget, and time.
- Capacity planning for R&D teams.
- Managing dependencies between projects.
- Optimizing the portfolio for a constrained budget.
- Case studies in resource allocation.

### Unit Five: The Future of R&D Portfolio Management

- The impact of technology on portfolio management.
- Agile and lean principles in R&D.
- Fostering a culture of data-driven decisions.
- Communicating portfolio decisions to stakeholders.
- Developing a personal portfolio management roadmap.

## FAQ:

### Qualifications required for registering to this course?

There are no requirements.

### How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

### Something to think about:

How can R&D leaders balance the use of analytical frameworks for project selection with the need to champion high-risk, high-reward projects that may not fit neatly into a prioritization model?

## What unique qualities does this course offer compared to other courses?

This training course is a highly specialized program that focuses on the strategic discipline of R&D portfolio management, which sets it apart from generic project management courses. We go beyond the execution of a single project to address the overarching strategic decisions that determine a company's future. Our curriculum is tailored to provide practical, hands-on learning experience through realistic case studies and interactive simulations. The course distinguishes itself by emphasizing not only the analytical skills needed to evaluate projects but also the leadership and communication skills required to gain buy-in for strategic decisions. By focusing on both the quantitative and the qualitative aspects of portfolio management, this program provides an invaluable skill set that is essential for any professional committed to a high-performing and innovative organization.