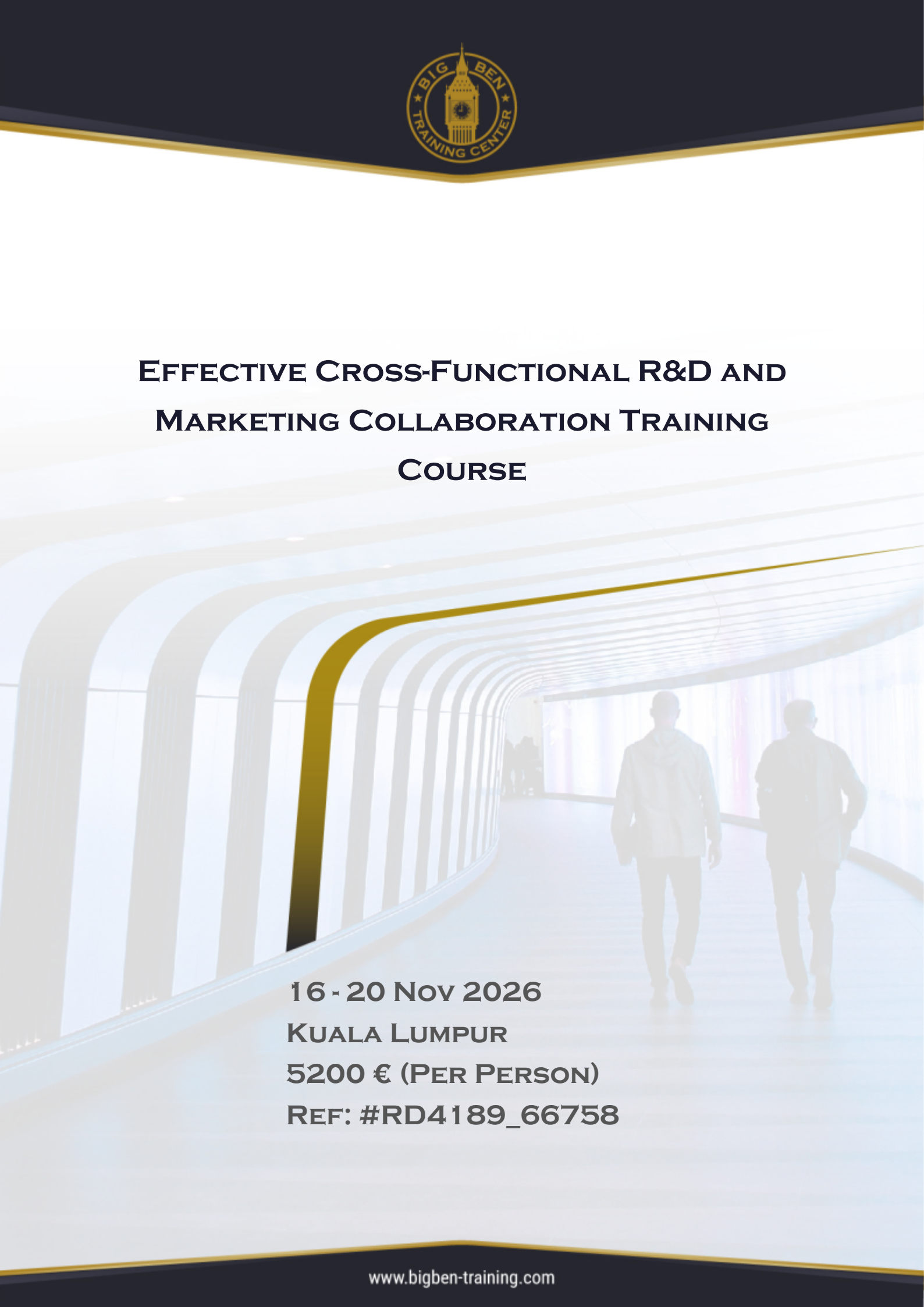
Effective Cross-Functional R&D and Marketing Collaboration Training Course



16 - 20 Nov 2026

Kuala Lumpur

5200 € (Per Person)

Ref: #RD4189_66758

Course Introduction / Overview:

The divide between R&D and marketing can be one of the greatest barriers to successful innovation. This training course is designed to bridge that gap, providing professionals from both functions with the tools and strategies to collaborate effectively and bring market-driven innovations to life. It goes beyond the traditional siloed approach to focus on building a shared understanding of customer needs, translating market insights into technical requirements, and launching new products that truly resonate with the target audience. We will explore how to set up cross-functional teams, facilitate communication, and create a shared vision that aligns both technical and commercial goals. The curriculum is informed by the foundational work of global academics like Eric von Hippel, whose research on user innovation and the "democratization of innovation" has shown the critical role that customer insights play in successful product development. His work highlights the importance of open exchange between R&D and the market. This program provides a clear blueprint for turning a potential point of conflict into a powerful engine for innovation. BIG BEN Training Center is committed to empowering professionals to break down silos and build a more integrated approach to innovation.

Target Audience / This training course is suitable for:

- R&D team leaders and managers.
- Marketing and product managers.
- Business development professionals.
- Innovation managers.
- Engineers and scientists.
- Market research analysts.
- Corporate strategic planners.

Target Sectors and Industries:

- Technology and software.
- Consumer goods.
- Pharmaceutical and biotechnology.
- Manufacturing and engineering.
- Retail and e-commerce.
- Telecommunications.
- Government agencies.

Target Organizations Departments:

- Research and Development (R&D).
- Marketing.
- Product development.
- Business development.
- Corporate strategy.
- Sales.
- User experience (UX) and design.

Course Offerings:

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

- Facilitate effective communication between R&D and marketing.
- Translate market insights into R&D project requirements.
- Align innovation with customer needs and market trends.
- Develop a go-to-market strategy for new products.
- Manage conflict and build a culture of shared accountability.
- Create a shared innovation roadmap.
- Use market research to inform technical decisions.
- Lead a cross-functional project team.

Course Methodology:

This training course uses a highly interactive and case-based methodology to ensure participants gain actionable skills in cross-functional collaboration. The program incorporates detailed case studies of companies that have successfully integrated their R&D and marketing efforts, as well as those that have failed due to a lack of communication. We will use interactive workshops and role-playing exercises to practice critical skills like running a joint brainstorming session, presenting a new technology to a marketing team, and translating customer feedback into a technical specification. The course includes a hands-on group project where participants will work together to develop a full product launch strategy for a fictional innovation, from initial concept to market entry. BIG BEN Training Center believes that hands-on training is essential for mastering these new ways of working. Our expert facilitators will guide discussions and provide personalized feedback, ensuring that participants leave with the confidence and practical experience needed to drive successful innovation.

Course Agenda (Course Units):

Unit One: Bridging the R&D and Marketing Divide

- The classic conflict between R&D and marketing.
- Understanding each other's goals and language.
- The importance of a shared vision.
- The role of leadership in fostering collaboration.
- Building a shared vocabulary.

Unit Two: Market-Driven Innovation

- Identifying customer needs and market trends.
- Translating market insights into technical requirements.
- The role of market research in R&D.
- Using personas and user stories.
- Creating a feedback loop.

Unit Three: Aligning Innovation and Go-to-Market Strategy

- Creating a joint innovation roadmap.
- Strategic alignment workshops.
- Integrating R&D and marketing timelines.
- Managing the product launch process.
- From prototype to a market-ready product.

Unit Four: Communication and Conflict Resolution

- Facilitating effective cross-functional meetings.
- Navigating disagreements and building consensus.
- The role of a project manager as a communication hub.
- Communicating technical concepts to non-technical teams.
- Celebrating shared successes.

Unit Five: Building a Collaborative Culture

- The impact of organizational structure.
- Incentivizing collaboration.
- Measuring the success of cross-functional teams.
- Leading change in a siloed organization.
- Developing a personal collaboration 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 and marketing teams, which often operate on different time horizons, successfully align their goals to deliver both long-term breakthroughs and short-term market wins?

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

This training course is a highly specialized program that focuses on the critical, yet often overlooked, relationship between R&D and marketing, which sets it apart from traditional courses on either topic. We go beyond theoretical frameworks to provide a practical, hands-on learning experience through realistic case studies and interactive exercises. Our curriculum is tailored to address the specific needs of professionals from both sides, providing them with the tools to build a common language and a shared purpose. The course distinguishes itself by emphasizing not only the process skills needed to manage projects but also the interpersonal and communication skills required to build trust and shared accountability. By focusing on both the practical and the human aspects of cross-functional collaboration, this program provides an invaluable skill set that is essential for any professional committed to a more integrated and successful approach to innovation.