



Shahzad Training & Consulting International
شاهزاد ترینج آند کونسلٹنج انٹرنیشنل

Successful Launch Implementation

Personal Effectiveness Enhancement Series

Practicality Example:

"Dear Internal Audit Manager,

Attached is a presentation that shows the agreed Process Flow chart (during the Successful Launch Implementation Training conducted by Mr. Ahsan S. Razzaq) along with all the required attachments to finalize this procedure as part of our Business Process. Kindly revise it and take the necessary actions to activate it in our company."

Thanks & Best Regards,
Planning & systems controlling
Manager, AlSafi-Danone, Riyadh,
Saudi Arabia

Registration & Fee:

Please email to
training@shahzadtc.com
for nomination.

Shahzad Training & Consulting International

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Language: English

Duration: 1 ½ - 1 ¾ Days

Target Audience: All Managers working in Product/Service Launching Project Teams

In this day and age of intense competition, it is imperative for any organization to be able to launch its initiatives, such as new products or services, with excellence. Any delays in the initiative may cause a heavy loss in profits, volumes and market share.

Essentials for Successful Launch Implementation

To implement successful launches, it is essential to understand why launches fail and to make plans to avoid the failure. Some of the reasons for launch failure are:

1. Not knowing your launch goals
2. Not having the right people on board
3. Not having a launch plan
4. Not having proper controls
5. Not learning from launch success and failures
6. No team work!

Successful Launch Implementation skills is an extremely practical training which will help you learn and immediately put in use techniques that will make your launches immensely effective and efficient.

Training Objectives:

- To define Launch Management
- To learn how a Launch Project is initiated
- To learn how a Launch Project is planned
- To learn how a Launch Project is controlled
- To learn how a Launch Project is closed

Practical Aspects:

- Process flow chart for launch projects established during the training
- Use of actual launch project charters during activities and discussions
- Use of actual launch project plans during activities and discussions
- Use of MS Excel and *MS Project* in setting up launch projects

Formats Provided for:

- Project charters for various types of common launches
- Launch project plans for various types of common launches
- Launch project follow up
- Launch project meeting minutes

Trainer

Ahsan S. Razzaq, Managing Director of Shahzad Training & Consulting International, holds Bachelors and Masters Degrees in Mechanical Engineering from Kansas State University, USA. Ahsan possesses over ten years of work experience from companies like Procter & Gamble and Henkel in Karachi, Jeddah and Riyadh. He established the launch management systems at Henkel and improved the launch accuracy from 33% to 98% through systems, processes and people development.