

Benefits of Technical R&D Coaching

Technical R&D Competition

Many of the greatest athletes use one or more coaches. This is also true of CEOs and CEOs-to-be who often use coaches. While CEOs have more to gain from coaching than in the past, R&D is also becoming so competitive that added resources, such as coaching, from the outside can be a big help in competing in the modern world. CEOs and CTOs must lead and manage in dynamic and highly complex environments, but it only takes only one bad technical decision to lose significant market share to competitors—or even lose the business. Technologists who rise to the C-level do so largely based upon their ability to consistently make sound decisions by knowing and competing with competitors' technology, leveraging resources, developing competitive IP, and developing profitable products. When competing in today's fast-moving new markets with international competitive technology advancements, management is only as good as their last decisions.

Technical R&D Coaching

Many successful CEOs make heavy investments in building their skill sets, knowledge base and expertise early in their careers, but with increasing competition and risk the need for continued building is apparent because of big dividend opportunities. This is one reason CEOs often use coaches to aid and supplement their present resources. Do you turn to your subordinates or competing management for advice, counsel, and accountability? They may not be in a position to provide you with intellectually challenging input for good focus on current competitive issues. Technology coaching can be counsel from a consultant who has experienced a wide variety of R&D projects under a variety of conditions. Technology officers need to continuously advise the CEO about the innovation of competitive and profitable products or services. In order to compete in today's markets we often have to collaborate with new resources to create value in marketable products. Here technology coaching can accelerate and leverage the process of innovation by bringing new ideas, contacts, and fresh thinking to the R&D process either behind the scenes or in plain view.

Use of Open Innovation for Technical R&D

Open innovation can be used for the whole organization including technology, products, marketing, and business feasibility models. Often sources of outside innovation come from cooperative efforts with consultants, experts, and research universities and especially long-term consultants and professors that may be "Hubs" of information. Other sources for open innovation include new hires, trade associations, scientific advisory boards, acquisition or licensing of technology, specialized technology consultants, and acquisition of emerging innovative companies. Universities may charge

a lot for licensing of their patents and may expect the buyer to prosecute (or complete) a patent filing. Use of the best diversified local talent is better than going international for R&D. It takes time, openness to new ideas, adequate funding, and the proper R&D culture for open innovation to work within an organization.

Value of Technical R&D Coaching

As bright, talented, experienced, motivated and savvy as most CEOs and CTOs are, they are only one person where expectations are constantly being raised so it is no wonder that they often feel overwhelmed. A strategic technology coaching approach linked to product and corporate objectives with a deep & wide tactical playing field requires passion to compete. We can inspire more Confidence in our clients to help in their overall success by offering alternate approaches based on considerable experience. Open innovation input from broad technology development experience from multiple industries including contacts within the Institute of management consultants, OCTANe, and several technology organizations provide value to you and your organization. The right coach, mentor, advisor, or consultant can provide these benefits while helping to leverage your staff to achieve more efficient performance.

Curt Deckert (and CDA) as a Technical R&D Coach

CDA has been involved in hands-on work in all of the traditional functions of research and development for almost 34 years for many organizations including startup to multinational corporations. Over the years Curt Deckert has been a researcher, designer, influencer, facilitator, expediter, negotiator, publicist, strategist, tactician, collaborative thinker, and innovator to develop competitive products. CDA draws from an extensive network as intellectual and experiential peers. We are independent and objective to discuss, analyze, and make recommendations on your specific technology issues. Since there are many ways to approach open innovation and technology management, we will help you with input, concepts, and a check on feasibility. It is also possible for us to coach people aspiring to technology management—so we can be retained by individuals, corporations, or boards. In any case we will use a appropriate coaching methodology for your situation.